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Alexandria Nicole Jackson

Dedicated and versatile Creative Director with a passion for establishing brands through innovative digital engagement. With over a decade of experience in design and art direction, I am committed to exploring fresh and imaginative ways to connect with audiences. I believe that harnessing the unique skills of a team unleashes the potential for captivating storytelling, whether in brand development, photography, or web design. My career journey has taken me from Chicago to Milwaukee, enriching my experience in multicultural initiatives across diverse industries, including education, healthcare, philanthropy, and travel.

Brink Communications

Associate Creative Director
December 2021–November 2023

- Led and managed creatives, working on multiple accounts
- Utilized lateral thinking to craft compelling brand narratives and impactful design
- Collaborated on branding, digital design, web development, and user experience
- Responsible for scoping, budgeting, and creative directing RFPs

KEY ACCOMPLISHMENTS:

- Successfully led over 8 projects concurrently and creative direct 2 + client accounts
- Supervised and mentored a team of 3 creative professionals, conducting weekly touchpoints

Manifesto Agency

Senior Art Director
September 2017–September 2019

- Collaborated with the creative team to conceptualize and execute campaigns for both national and regional brands
- Played a pivotal role in winning 2 new accounts, including Intel and Delta
- Sole design creative, working closely with the Creative Director and presenting to stakeholders

KEY ACCOMPLISHMENTS:

- Managed and delivered results for 8+ client accounts
- Spearheaded the integration of campaigns through multiple channels

Kohl's

Digital Designer
August 2016–April 2017

- Created compelling and results-driven social media graphics
- Translated design concepts to meet brand expectations, while meeting time constraints

KEY ACCOMPLISHMENTS

- Managed independent design projects

BVK

Interactive Art Director
January 2014–February 2017

- Conceptualized user experiences for interactive platforms
- Developed information architecture and front-end designed
- Created impactful print ads, interactive banners, and engaging campaigns

KEY ACCOMPLISHMENTS

- Executed creative campaigns for the non-profit sector
- Managed the design and development of 3 websites
- Art directed the design of 2 publications
- Won 2 MKE 99 awards

Carol H. Williams

Freelance Art Director
May 2013–November 2014

- Art directed 4+ client accounts as the sole art director
- Utilized as a copywriter and digital artist
- Contributed innovative ideas and participated in RFPs

KEY ACCOMPLISHMENTS

- Pioneered groundbreaking campaign ideas selected by Leo Burnett for their multicultural initiatives
- Art directed and copywrote Buick tv scripts

72 Pixels

Team Lead UI/UX Designer
October 2012–May 2013

- Managed project deliverables and secured client requirements
- Translated wireframes to visual designs and collaborated with creative teams for over 10+ projects
- Conducted daily client meetings

KEY ACCOMPLISHMENTS

- Led UI/UX design efforts, while being the main point of contact for the creative team at Walgreens
- Managed a development team that was overseas
- Opened and supervised 7 creative team members at the Chicago office

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SKILLS

- Over 10 years of Art Direction expertise and 2 years of Creative Direction experience
- 3+ years of team management experience
- Exceptional team-building skills
- Expertise in creative process management
- Strong communication and relationship building skills
- Impactful storytelling and lateral thinking ability across multiple social channels and platforms
- Ability to influence audiences and stakeholders with compelling presentations that seamlessly connect creative concepts with strategy and insights
- Ability to lead with curiosity, identify, and understand the motivations and feelings of others
- Exceptional at adapting to a wide range of people and being open to different attitudes, values, and personalities
- Excellent at understanding peoples' motivations and feelings, and knowing how to encourage others for change

creative direction

storytelling

UI/UX

web design

photography

management

communications

branding & identity

Proficient in: Adobe Suite, Final Cut Pro,
Google Web Designer, Figma

EDUCATION

COLUMBIA COLLEGE CHICAGO

Advertising Art Direction B.F.A | 3.5 G.P.A

HONORS AND AWARDS

United Adworkers MKE 99 Award for the 2016 Holiday Gift Guide

2015 United Adworkers MKE 99 Award for Unluckythirteen

2015 United Adworker MKE 99 Award for Get Checked Omaha

4A's Face of Talent winning team's Art Director of 2012

2009 Winner of Crossroads Trading Co. photography contest out of 1600 entries.

Fall 2008 photography selected to be displayed at school

2008 YA Series artwork adopted into elite arts program

Spring 2008 portrait selected for the NAACP art competition

AFFILIATIONS

4A'S MAIP ALUMNI

TRAINING

The Management Center

VOLUNTEER WORK

SERVE

Unlucky Thirteen campaign

Get Checked Omaha campaign