

# JACKIE LACKENBACHER

Design Manager and Leader



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## SKILLS

Leadership & Management  
Print & Digital Design  
Brand Awareness & Strategy  
User Experience Design  
User Interface Design  
Project Management  
Email Marketing  
Frontend Development  
Usability Testing  
Workflow & Process Improvements  
iOS & Android  
Motion Graphics  
Video Editing  
Illustration  
Agile Software Development  
HTML, CSS & JavaScript  
Bilingual (English/Spanish)  
Adaptable to New Technology

## DESIGN SOFTWARE & SYSTEMS

### Creative Software:

Adobe Creative Suite: Xd, Illustration, Photoshop, InDesign, Dreamweaver, Animate, After Effects, Premier, Bridge, and Acrobat Pro

Sketch

Figma

InVision

Axure RP

Atom

Microsoft 365: Word, Excel, PowerPoint, and Microsoft Teams

### Marketing Software:

BlueHornet, Mailchimp, Constant Contact, Epsilon/Harmony, Litmus.

### Content Management System (CMS):

Drupal, WordPress, DNN software, NetCommunity (Blackbaud), Kentico.

### Project Management Software:

Basecamp, Miro, Workamajig, ClickUp, Basecamp & Microsoft Projects.

## PROFILE

Design manager and leader with a background in Graphics, UX and UI Design. Experienced in creative direction & implementation. A passionate designer with a positive attitude towards being a team player who excels in the art of problem-solving. Solid foundation in visual communication and designing for users' needs, maximize engagement and improve product usability. Skills include strong leadership in innovative, cross-functional, and multidisciplinary environments.

## PROFESSIONAL EXPERIENCE

**03/2020 - Present**     **Freelance Designer | San Diego, CA**  
*Lead Designer*

Worked with a nonprofit called "Greater DC Diaper Bank," helping them improve and finalize their website redesigns. Analyzed and understood their website issues, updated their site map, designed wireframing with the new ideas, built prototypes to explain the functionality, created a design system for their digital marketing, and delivered UI assets to their developer.

During this time, extend and formalize my education and knowledge in UI Design, UX Design, Frontend Development, and Voice Interface Design. These courses had helped me recreate the meaning of communication, collaboration, and innovation.

**06/2014 - 02/2020**     **LightStream, A Division of SunTrust Bank | San Diego, CA**  
*Vice President, Graphic and Web Design*

Led a team of designers, freelancers, and vendors to execute the in-house marketing team's creative needs. Directed creative concepts in coordination with the innovative team, account managers, developers, and project managers.

Managed the design concepts of new and unique direct mail campaigns, improving channel response rates, and generating \$23MM in origination dollars per campaign.

Oversaw the design implementation of more than 1,000 projects annually for multi-marketing channels, including e-mail, print, digital, website, promotional events, environmental design, and TV.

Worked in LightStream's prospect and customer e-mail design creation, generating over \$30MM in revenue.

Worked with the digital marketing director and analytics team, and improved 32% conversion lift in the results of the usability testing regarding the usability experience.

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## EDUCATION

**Certificate Voice User Interface Design**  
*CareerFoundry*

**Certificate for Frontend Development for Designer**  
*CareerFoundry*

**Certificate for UI Design**  
*LearnUI Design*

**Certificate for UX Designer**  
*CareerFoundry*

**Certificate of New Media**  
*Vancouver Film School, Vancouver-BC, Canada*

**Bachelor of Arts in Graphic Designer**  
*Instituto Departamental de Bellas Artes, Colombia*

## AFFILIATIONS

**AIGA San Diego**

**AIGA San Diego Board**

**ANA (Association of National Advertisers) In-House West Coast Committee**

**Catchafire.org SDXD (San Diego Experience Design)**

**UX Speakeasy**

**Y Conference Committee**

## PROFESSIONAL EXPERIENCE

**01/2014 - 06/2014** **Freelance Designer | San Diego, CA**  
*Senior Graphic and Web Designer*

Designed, developed, and executed marketing needs for diverse San Diego industries, including Clearstory, Aaryn Marchisa, Tifereth Synagogue, Center for Children, San Diego Women's Foundation.

Provided brand strategies, brochures, advertising, sales collateral, reports, and website updates.

Led artistic direction for product photoshoots for Clearstory's sales catalogs, including collections of Valentine's Day, Coastal Impressions, Navidad & Hanukkah stationery.

Elaborated original illustration for stationery and invitations.

**04/2007 - 11/2013** **The San Diego Foundation | San Diego, CA**  
*Senior Graphic and Web Designer*

Served as a leading designer for the in-house marketing team that managed visual communication from concept to final delivery.

Led transition of bringing the design and production design work from outside vendors, external advertising agencies, design studios, and freelancers to be produced in-house at the Foundation, which saved the Foundation more than \$1M.

Developed projects for internal and external publications, including designing and producing an internal quarterly print newsletter for donors, non-profit agencies, and volunteers.

Managed the content management system (CMS) for the entire Foundation and their affiliates' website.

Oversaw and implemented the creation of the Foundation's informational mobile app for iOS & Android.

**01/2003 - 03/2008** **Freelance Designer | San Diego, CA**  
*Senior Graphic and Web Designer*

Provided design and production work of branding, brochures, advertising, sales collateral, annual reports, websites, and e-newsletters for clients: The Shops at Las Americas, Daphne's Greek Cafe, Sharp Health, Baja Duty-Free, Overland Storage, AM Strategies, Stolz Management, SixtyFifty, and others.

**03/2001 - 01/2003** **HMC Bilingual Advertising | Chula Vista, CA**  
*Graphic and Web Designer*

Managed design projects from concept to production for Hispanic, Asian, and Anglo-American markets.

Developed corporate marketing for promotional events and advertising