

# JESSICA ARGARATE

## SENIOR ART DIRECTOR - CREATIVE LEAD

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### PROFESSIONAL SUMMARY

Senior Art Director and Creative Lead with 8+ years of experience delivering **concept-driven digital campaigns, brand systems, and high-impact visual storytelling** for global brands. Proven partner to copywriters, strategists, and cross-functional teams, translating strategy into **bold, scalable creative across social, web, video, and integrated campaigns**. Over 4+ years leading and mentoring distributed design teams, balancing hands-on craft with clear art direction. Highly fluent in **Adobe Creative Suite, Figma, and AI-assisted creative workflows**, with a strong eye for typography, layout, and concept-first design that drives engagement and results.

### WORK EXPERIENCE

#### SENIOR ART DIRECTOR

2024 - Present

##### Teladoc Health

- Designed B2B visual campaign assets across editorial design, social media, and animation direction. One of my LinkedIn campaign concepts drove over 9,842 post impressions, making it one of the top performers of Q1 - 2025.
- Redesigned Teladoc Health B2B email Figma design system to resolve technical issues, enhance user experience and ensure brand consistency.
- Create and present mood boards, visual concepts, and pitch decks aligned with brand strategy.
- Delivered creative work alongside with strategists, product, and marketing teams in a fast-paced, remote-first environment, balancing multiple projects and stakeholders across time zones.

#### SENIOR ART DIRECTOR

2020 - 2024

##### Shopkick/Trax Retail

- Rebranded core visual assets and led a website redesign to enhance user experience and attract new users. Since 2023, Shopkick has elevated its user acquisition performance, maintaining its position among the top 10 retail apps in the US.
- Developed successful B2B and B2C social media campaigns and in-app seasonal and promotional events, contributing to a 66.6% increase in highly engaged users.
- Managed and coached a team of 5 designers, overseeing workflows and creative quality.
- Directed integrated campaign concepts spanning social, web, video, and digital advertising for global retail and CPG brands.

#### SENIOR GRAPHIC DESIGNER - ART DIRECTOR

2010 - 2020

##### Shopkick

- Designed digital, email, social, and print campaigns for major CPG and retail brands such as Auntie Anne's, Barilla, Brighton, Walmart, eBay, GE, Kellogg's, LEGO, TJ Maxx and Unilever, among others, driving over 132 million in-hand product engagements, reinforcing sustained consumer interaction on over 250,000 retail locations.
- Built scalable visual systems (illustrations, icons) that grew engagement by 3x
- Designed an illustration style guide and icon system, providing assets for both the app and social media, fueling the brand's organic growth up to a 3x engagement lift.
- Regularly presented creative concepts and visual frameworks to internal stakeholders, aligning creative direction with business objectives.

## SKILLS

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### **Creative Direction & Concept Development**

Concept-Driven Art Direction • Integrated Campaigns (Social, Web, Video) • Brand Storytelling • Visual Frameworks & Design Systems • Mood Boards & Creative Decks • Pitch Presentations • Typography & Layout Excellence • Storyboarding • Photo & Video Art Direction • Trend & Cultural Research • Performance-Aware Creative

### **Leadership & Collaboration**

Generative AI Concepting • AI-Assisted Ideation & Exploration • Visual Scaling & Consistency • AI Retouching & Asset Generation • Responsible & Intentional AI Use in Creative Production

### **AI-Enhanced Creative Workflows**

Generative AI Concepting • AI-Assisted Ideation & Exploration • Visual Scaling & Consistency • AI Retouching & Asset Generation • Responsible & Intentional AI Use in Creative Production

### **Digital, Brand & Campaign Execution**

Digital Campaign Assets • Social & Paid Media Creative • Website & Landing Page Design • Email Marketing Design • E-commerce & Brand Assets • Presentations & Pitch Decks • Print, Packaging & Promotional Materials • Event & Experiential Creative

### **Tools & Platforms**

Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro) • Figma • Framer • Firefly • WordPress (Elementor editing) • Microsoft Office • Canva • Notion  
AI Tools: Midjourney, Firefly, ChatGPT, Lovable, Flora & Fauna AI  
Project Management: Monday.com, Adobe Workfront, Trello  
Email Platforms: Klaviyo, Braze

### **Industry & Domain Expertise**

Digital Marketing • Retail & Lifestyle Brands • CPG • Healthcare & Wellness • Brand Consistency • UX-Aware Design • Accessibility-Conscious Design • Cross-Channel Brand Systems

## EDUCATION & TRAINING

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GEN AI FOR ART DIRECTORS: Haus, Art Direction School | 2025

COACHING & MENTORING: Teladoc Health Course | 2024

3D & SOFTWARE: Blender & Zbrush | Image Campus | 2009

TRADITIONAL ART: Sculpture, Watercolor, Oil Painting | Esc. Sup. Bellas Artes Figueroa Alcorta | 2005-2007

MULTIMEDIA DESIGN: 2 years of Bachelor Degree | IES, Colegio universitario siglo 21 | 2004

GRAPHIC DESIGN & ADVERTISING: Bachelor Degree | IES, Colegio universitario siglo 21 | 2001

ENGLISH TRANSLATOR: 1 year of Bachelor Degree | Escuela Superior de Lenguas | 1995

## LANGUAGES

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ENGLISH: Advanced, C2.

SPANISH: Native.

JAPANESE: Beginner.