



646-945-8653  
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# Jane Babst

## Senior Designer



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## PROFILE

### SENIOR DESIGNER

Innovative and highly skilled Senior Designer with a strong background in developing both digital and print materials for international clients across healthcare, biotech, education, and publishing sectors. Adept at converting complex concepts into visually striking assets, including mobile-optimized email designs, animated media, motion visuals, and cohesive brand materials. Experienced in tools such as Adobe Creative Suite, HTML5/CSS, Figma, and task management platforms like Jira and Asana. Recognized for creative strategy, effective team collaboration, and guiding junior creatives to produce compelling, results-driven design solutions.



## PRO SKILLS

ADOBE CREATIVE SUITE

HTML5 CSS & JAVASCRIPT

PRINT & DIGITAL DESIGN

FIGMA, CANVA

AFTER EFFECTS & PREMIERE

GOOGLE WEB DESIGNER

JIRA, ASANA, WRIKE, TRELLO

PROJECT MANAGEMENT

MOTION GRAPHICS

EMAIL MARKETING DESIGN

I/UX DESIGN

A/B TESTING



## EDUCATION

OCAD | BFA - Experimental Art  
Graduated with Honors, OCAD Silver Medal, Dorothy Stevens Scholarship, and George A. Reid Scholarship for Painting  
Canterbury College of Art/BFA  
1st year - Fine Art  
Brighton Poly College of Art / Foundation Year



## EXPERIENCE

### Freelance Email Designer - Mercy University - Sept 2021 - Present

As a Freelance Email Designer, I created visually engaging, responsive email templates aligned with client branding and marketing strategies, while leveraging A/B testing and performance analytics to drive engagement and conversions.

- Crafted distinctive email headers, icons, and layouts that boosted user engagement across over 50 campaigns.
- Developed responsive email templates using HTML5 and CSS, enhancing mobile open rates.
- Executed industry best practices for email deliverability, reducing bounce rates for a subscriber base of over 100,000.

### Freelance Digital Designer - Prime Media Feb 2022 - Present

As a Freelance Digital Graphic Designer, I create visually compelling graphics for digital platforms that elevate brand presence and engage target audiences.

- Delivered creative digital assets for marketing and presentation materials, enhancing brand visibility for over 30 clients and significantly improving customer engagement.
- Designed and produced an extensive range of scientific illustrations, graphs, charts, flyers, ads, toolkits, and sell sheets, effectively reducing client turnaround times.
- Collaborated with cross-functional teams to develop data-driven visuals that bolstered campaign ROI and generated an additional \$5,000 in monthly revenue.

### Senior Designer, Springer Nature - Aug 2007 - Oct 2024

As a Senior Designer, I lead creative projects from concept to completion, ensuring that high-quality, innovative designs align with strategic brand objectives.

- Led creative design strategy for global advertising campaigns in biotechnology, healthcare, and education — managing over 100 projects for clients including Shell, Harvard, and Pfizer to enhance campaign performance.
- Produced digital and print assets using Photoshop, Illustrator, HTML5, and motion graphics, driving client engagement and contributing an additional \$50K in quarterly revenue.
- Oversaw rich media banner development by coordinating with external vendor Adventive, streamlining delivery on multi-million-dollar portfolios.
- Mentored junior designers in digital design and coding best practices, significantly boosting team productivity and project quality



## VOLUNTEERING

Xavier Mission Soup Kitchen | Sean Casey Animal Rescue