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Jane Babst

Senior Designer



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PROFILE

SENIOR DESIGNER | MARKETING AND BRAND DESIGNER | CREATIVE CONSULTANT

Content developer and manager with a passion for creativity and technology, working with prestigious brands and supporting advertising operations for a portfolio of global clients. Client-focused with a talent for translating creative ideas into tangible collateral. Strong communicator and engaging collaborator, leading creative design strategies for digital media to craft and deliver impactful content.



EXPERIENCE

Freelance Email Designer - Mercy University Sept 2021 - Present

Designing email headers, icons, and layouts, coding email templates using HTML5 and CSS for mobile optimization, and implementing best practices for email deliverability and engagement.

Freelance Digital Graphic Designer - Prime Media Sept 2021 - Dec 2024

Delivered creative digital assets for marketing and presentation materials. Designing and creating scientific illustrations, graphs, charts, flyers, ads, toolkits and sell sheets.

Senior Designer, Springer Nature - Aug 2007 - Oct 2024

Project managed and lead creative design strategy for all advertising creatives for biotechnology, bio-pharmaceutical, university, healthcare and scientific clients for a leading professional and educational publisher.

Global clients included Shell, Illumina, Merck, Pfizer, Harvard University, Abvie, Johnson & Johnson, Novartis, Bristol-Myers Squibb and Roche.

Worked closely with the marketing and branding teams creating banners, emails, ads and print work.

Designed in Photoshop, Illustrator, and Canva, animated gifs, pngs, and jpgs.

Built HTML5 and animating and video banners using Animate, GWD, Greensock, and JavaScript.

Managed the external relationship with the creative third-party vendor, Adventive, for rich media banners.

Designing and building responsive email advertising/marketing campaigns, following industry best practices, driving customer commitment and retention using Sketch, Figma, HTML5, and CSS.

Created motion graphic animations (After Effects, Premiere and/or HTML5) and video production.

Designed print collateral including flyers, business cards, ads, brochures and sell sheets, maintaining brand identity across all visual assets.

Conducted A/B testing on banner and email designs for increased conversions and improved user engagement.

Mentored junior team members in html, canva and other design projects.



PRO SKILLS

ADOBE CREATIVE SUITE

HTML5 CSS & JAVASCRIPT

FIGMA, CANVA

GOOGLE WEB DESIGNER

JIRA, ASANA, WRIKE, TRELLO

GOOGLE SUITE

MICROSOFT OUTLOOK/TEAMS

MICROSOFT OFFICE



VOLUNTEERING

Xavier Mission Soup Kitchen
Sean Casey Animal Rescue



EDUCATION

Ontario College of Art and Design | 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 Polytechnic College of Art | Foundation Year Art