JANE BABST

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Summary

Innovative Senior Designer with extensive experience creating digital and print materials for international clients across agency, healthcare, transit, education, and science publishing industries. Expert at transforming complex ideas into engaging assets—including mobile-optimized emails, motion graphics, and cohesive brand collateral—using AI-enhanced and traditional design workflows in fast-paced environments. Proficient in Adobe Creative Suite, HTML5/CSS, Figma, and project management tools including Jira, Asana, Wrike, and Zoho Projects. Known for strategic creativity, strong collaboration, and mentoring designers to deliver impactful, results-driven work.

Skills

- Adobe Creative Suite
- Figma
- Google Web Designer
- AI-Assisted Design & Creative Tools
- HTML5, CSS, JavaScript
- Jira, Asana, Wrike, Trello
- Canva
- Print & Digital Design

- Motion Graphics
- UI/UX Design
- Email Marketing Design
- A/B Testing
- Agile workflows
- Project Management
- Microsoft Office
- Keynote

Experience

Email Designer, Mercy University   **09/2021 to present**

- Crafted distinctive email headers, icons, and layouts in Figma that boosted user engagement across over 50 campaigns.
- Developed responsive email templates using HTML5 and CSS, enhancing mobile open rates.
- Iterated on designs based on stakeholder feedback and performance data, incorporating revisions efficiently within sprint cycles.
- Collaborated within an Agile workflow, partnering with marketing managers, developers, and stakeholders during sprint planning, stand-ups, and reviews to deliver assets on tight timelines.

Digital Graphic Designer, Prime Education   **02/2022 to present**

- Creating compelling digital assets for marketing and presentations— boosting brand visibility for a large number of clients, driving an uptick in user engagement, and helping improve client satisfaction.
- Designed and produced scientific illustrations and data visualizations, along with flyers, ads, toolkits, and sell sheets, leveraging AI tools to assist in illustration creation while improving efficiency and delivery speed.
- Collaborated with cross-functional teams to develop data-driven visuals that bolstered campaign ROI and generated additional monthly revenue.

Digital Graphic Production Designer | Dallas Area Rapid Transit   **07/2025 to 12/2025**
- Graphic production in a fast-paced, in-house creative agency environment developing impactful digital, print and large-format assets that engage the public and serve ridership and community engagement efforts.
- Excels at turning concepts into polished production-ready files and enjoys creating accurate, visually compelling mockups across multiple platforms—from digital ads and social media content to bus wraps, station signage, maps, and system-wide informational materials.
- Collaborate with cross-functional teams to ensure brand consistency and high-quality design execution across all deliverables.

Senior Designer, Springer Nature   **08/2007 to 10/2024**
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 projects from concept through execution, delivering high-quality, innovative design aligned with strategic brand objectives in a fast-paced, iterative environment.
- Drove creative design strategy for global advertising campaigns in biotechnology, healthcare, and education, managing 100+ projects for clients including Shell, Harvard, and Pfizer to improve campaign performance.
- Designed and developed motion graphics for digital campaigns, increasing user engagement by 35% and contributing to a 25% lift in client satisfaction.
- Balanced multiple projects at once, prioritizing work to align with evolving sprint goals and campaign deadlines.
- Produced digital and print assets using Figma, Photoshop, Illustrator, HTML5, and motion tools, contributing to an additional $50K in quarterly revenue.
- Created PowerPoint presentations for client pitches and high-stakes meetings, delivering clear, compelling visual storytelling aligned with campaign goals.
- Oversaw rich media banner development by coordinating with external vendor Adventive, ensuring smooth delivery across multi-million-dollar portfolios.
- Provided mentorship to junior designers, sharing best practices in design, Figma workflows, and front-end fundamentals to elevate team output and quality.

Education and Training

BFA: Experimental Art
Ontario College of Art and Design
Graduated with Honors, OCAD Silver Medal, Dorothy Stevens Scholarship, and George A. Reid Scholarship for Painting

BFA: Fine Art - 1st Year
Canterbury College of Art

Foundation Year: Art
Brighton Polytechnic College of Art

Volunteer Experience

- Xavier Mission Soup Kitchen
- Sean Casey Animal Rescue