

# Jane Babst

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## SUMMARY

Graphic Designer experienced in developing marketing campaigns, presentations, email communications, print collateral, and digital content for healthcare, financial services, education, and corporate brands. Combines creative thinking, production expertise, and technology-driven workflows to create clear, engaging visual communications that support business goals and connect with audiences.

## SKILLS

- Marketing Campaign Design
- Presentation Design (PowerPoint & Google Slides)
- Digital & Print Production
- Brand Identity & Brand Consistency
- Email Design & HTML/CSS
- Social Media Content Creation
- Motion Graphics & Video Production
- Visual Storytelling & Information Design
- Adobe Creative Suite & Figma
- Canva
- AI-Assisted Design Workflows
- Project Management & Cross-Functional Collaboration

## EXPERIENCE

### **Digital Graphic Production Designer *contract* | Dallas Area Rapid Transit - 07/2025 to 12/31/2025**

- 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 using Adobe Creative Cloud.
- 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.

### **Graphic Designer *freelance* | Summit Credit Union - Feb 2025 – Present**

- Developed digital assets and motion graphics for email campaigns, increasing engagement and brand consistency.
- Produced large-format billboard materials for a home equity campaign, ensuring accuracy and brand alignment.
- Created presentations, campaign assets, and marketing materials that translated complex information into clear visual communications.

### **Digital Graphic Designer *freelance* | Prime Education - Feb 2022 – Present**

- Designed digital marketing assets, presentations, and campaign materials for healthcare clients, translating complex scientific content into clear, accurate visuals.
- Created data visualizations, illustrations, promotional materials, and video content to support educational and marketing initiatives.
- Collaborated with cross-functional teams to ensure assets aligned with brand standards and campaign objectives.
- Managed multiple projects simultaneously, maintaining accuracy and meeting deadlines in a fast-paced environment.
- Used AI-assisted tools to support illustration development and improve production efficiency.
- Organized and standardized design files for team use, improving workflow consistency and reducing turnaround time.

### **Email Designer *freelance* | Mercy University - 09/2021 to present**

- Designed and produced email marketing campaigns and supporting digital assets for enrollment and engagement initiatives. Focused on creating clear, structured layouts that improved readability and performance across devices.
- Built and maintained responsive email templates using HTML/CSS, ensuring consistency, accuracy, and compatibility across platforms.
- Supported campaign execution by designing landing pages in Webflow aligned with email marketing efforts and user experience goals.
- Collaborated with marketing teams to manage multiple campaigns, incorporate feedback, and meet deadlines in a fast-paced environment.
- Improved overall campaign engagement through clearer visual hierarchy, stronger calls-to-action, and mobile-optimized design, contributing to higher open and click-through performance.
- Organized and prepared design files for team handoff, improving workflow efficiency and reducing revision time.

### **Senior Designer, Springer Nature - 08/2007 to 10/2024**

- Designed and produced digital and print marketing assets supporting global campaigns across healthcare, biotechnology, and education, translating complex content into clear, engaging visual communications.
- Created and deployed marketing emails in Salesforce Marketing Cloud, building responsive HTML templates optimized for consistency, compliance, and performance across devices.
- Supported regulated pharmaceutical marketing initiatives by managing assets and assisting with MLR review workflows, version control, and compliant delivery of promotional materials.
- Produced high-volume campaign assets using Figma and Adobe Creative Suite, ensuring all materials were accurate, on-brand, and production-ready.
- Collaborated with marketing teams, stakeholders, and external vendors to manage multiple projects, meet deadlines, and maintain efficient workflows.
- Developed motion graphics, video content, and digital assets to support marketing campaigns and audience engagement.
- Created presentations, campaign materials, and marketing communications that clearly conveyed complex information and supported business objectives.
- Contributed to team workflow improvements and shared design knowledge to support consistent, high-quality project delivery.

## **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

## **Volunteer Experience**

- Xavier Mission Soup Kitchen
- Sean Casey Animal Rescue