Yolanda Jasso
CREATIVE | PRODUCT | UX | SCRUM

yolanda@yjassodesign.com
www.jassodesign.com
linkedin.com/in/yjasso

Highly efficient and result-producing designer, with 20+ years experience in visual storytelling. I help organiztions grow the value of design systems to deliver better experiences and effective collaboration.

🏆 HIGHLIGHTS

- Expertise in managing large-scale enterprise design projects from conception to launch.
- Drive design efficiencies to streamline collaboration between design and development by establishing design processes, tools and design system.
- Thought leader working at the cutting-edge of creative direction, UI/UX best practice and strategic planning to develop compelling visual designs that promote meaningful digital engagement and sustainable revenue growth.

💼 EXPERIENCE

Art Director, Freelance   6/2019 – Present
NeoGenomics Laboratories

- Deliver creative development that supports high-impact, on-brand marketing efforts across multiple channels for 3 divisions (Clinical Services, Informatics Services, and Pharma), including 24 global departments.
- Maintain and foster a strong partnership with internal colleagues to complete projects within timeframe and budget.
- Contribute to the rebrand efforts for print and digital projects (brochures, conferences, events, infographics, requisition forms, product launches, website, social).

Senior Visual Designer, Contract   9/2019 – 10/2020
Capital Group

- Created meticulous, on-time deliverables such as high- and low-fidelity brand concepts, comps or mocks, and specs that adhered to visual brand standards, accessibility, and UX best practices.
- Ensured all projects were ready for deployment with the necessary documentation for successful implementation.
- Engaged stakeholders and maximized satisfaction by gathering requirements and incorporating feedback from initial concepts using Workfront.
- Audited existing UI's and design components to improve on the user experience, detect accessibility issues, user pain points, and responsive design.
- Effectively presented user-centered ideas and solutions to illustrate the end-to-end customer journey for digital marketing campaigns (email, webinars, web pages, social).

🧰 SOFTWARE & TOOLS

Design: Figma, Sketch, InVision, Zeplin Adobe CC (XD, InDesign, Photoshop, Illustrator), zeroheight

Web development: HTML5, CSS, JavaScript, Dreamweaver, WordPress, ASP NET Core MVC, Visual Studio, Visual Studio Code, SQL, Azure

Web accessibility: WCAG 2.1, Section 508

Collaboration: Adobe Experience Manager (AEM), Confluence, Jira, Workfront, Robohead, Miro, Trello

🎓 EDUCATION

Bachelor of Arts (BA),
Design and Visual Communications, California State University, Long Beach

Associate of Arts (AA),
Graphic Design, Santa Monica Community College

UCLA Extension: Diverse Leaders Program

UCLA Extension:
Certificate in Advanced Print and Graphic Communication

Courses: Design, Marketing, Advertising Principles, Brand Management, Marketing Strategies, Strategic Marketing, Project Management, User Experience, Design Thinking

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💼 EXPERIENCE

Assistant Vice President, Designer   6/2016 – 2/2020
Wells Fargo, In-House Agency (IHA)

• Developed effective integrated marketing campaigns that translated business objectives into brand narratives across multiple audiences and business groups to deliver on KPI's.

• Led studio designers through design development, set clear expectations, gave clear, actionable feedback, removed roadblocks, and approved final deliverables.

• Developed 100+ branded templates that delivered a highly customizable solution that increased efficiencies by 25%, drove speed-to-market, decreased level of effort, and mitigated brand risk.

• Shaped customer experiences across all digital touchpoints – from websites and landing pages to online advertising and distributed branded content.

• Designed dimensional mailers that increased in-person meetings with prospects and referrals by 30% (tracked over 15 months).

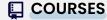**Assistant Vice President, Design Consultant**   9/2013 – 9/2016
Wells Fargo

• Maintained and fostered strong partnership in a cross-functional creative team that supported 70+ lines of business with compelling B2B omnichannel campaigns for commercial and lending products.

• Briefed and supervised the work of designers in the creation of content and designs for key projects – maintaining consistency and impeccable standards of quality.

• Created numerous marketing projects, including interactive brochures, direct mail, print and digital ads, data reports, white papers, sell sheets, flyers, and infographics.

• Received recognition for developing and launching digital standards and design systems for digital experiences (email marketing, websites, landing pages, microsites).

Graphic Designer   11/2006 – 9/2013
Wells Fargo Capital Finance

• Partnered effectively with the marketing director to build a brand culture and creative vision behind underlying campaign concepts.

• Defined the creative direction of all projects, while personally completing request demands, following the departure of the Creative art director.

• Directed day-to-day project management activities, including overseeing timelines, managing the creative review, and approval process.

• Provide incisive leadership to designers, including performance oversight and delegation of workflows in accordance with individual expertise to optimize outputs.

📖 COURSES

Make Design Systems People Want to Use: Dan Mall - Awwwards Academy

DesignOps Summit 2021: Rosenfeld

New Horizons: Web Development Dreamweaver, HTML5, JavaScript, CSS, ASP.NET Core MVC, SQL, Azure

Deque University: Web Accessibility

Section4: Product Strategy Sprint

Interaction Design Foundation: Accessibility, Design Thinking, User Experience & Management, Usability, User Research, Product Management

UX Strategy Master: Jaime Levy

🌿 SKILLS

• Accessibility
• Agile (Kanban/Scrum)
• Brand Identity Development
• Branding Strategy
• Campaign Strategy & Development
• Corporate Marketing Objectives
• Creative Direction & Execution
• Creative Team Leadership
• Cross-Functional Collaboration and Teamworking
• Design Operations
• Design Systems
• Digital Marketing
• Project Management
• Resource Management
• Social Media Marketing
• UX/UI Design & Development
• Web Development