



Jacin Greenhill

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EXPERIENCE:

Creative Director

(Product, Design, Editorial/Photography)

Bluefly, Bell&Clive: 7/13 – present

Creative Director responsible for day-to-day management and direction of product UX/UI, visual design, copy, editorial photography and styling teams. Drove overall process, research/analysis, user-stories and visual direction of both brands.

- » Led brand initiatives for rebranding, site experience, refining the editorial and photography process, brands standards and daily creative marketing, email, affiliates, social campaigns, microsites, etc.
- » Managed an internal team of 11 and outsourced team of 5+.
- » Collaborated with international partners to launch Rakuten “shop-in-shop” in the Japanese market.
- » Continually developed concepts and solutions to improve customer experience and conversion.
- » Worked with tech team/developers on all tablet/mobile aspects of user journey/product experience.
- » Fully redesigned checkout flow to improve usability and encourage cross-sell/up-sell opportunities.
- » Led program for personalization experience of the from gateway to post-purchase.

Digital Design Director

Jones Apparel Group (Consulting)– RachelRoy.com, NineWest.com, Jones New York, BrianAtwood.com (etc): 1/12 – present

Digital Design Director for overall branded web and mobile presence. Responsible for implementing best practices regarding usability/user experience, SEO, analytics reporting as integrated with creative and quantified by conversions. Leading design team (8) for online experiences regarding social marketing, email campaigns, promotions, navigation scenarios, site re-design, creative for micro-sites and numerous other projects. Heralding the creative process and building better communication between marketing, design and e-commerce teams.

E-commerce Creative Director

La Jolla Group (Interactive Division) – Killerdana.com, Skateboards.com, O’Neill, Rusty, True Love False Idols, WannaSurf.com, FMF Racing, (etc): 8/07 – 12/11

Led e-commerce creative team (9) in design and creative strategy for e-commerce, digital and print mediums to drive channel sales and engagement. Developed workflow process that maximized creative output by defining/refining our process for project initiation, internal creative reviews for brand alignment and stylistic approach, goal setting with business partners for product effectiveness (from a design/usability perspective) while continuing to maintain an imaginative and fun work environment. Hands on management of user experience design, process/workflow development,

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front-end web-development and production resources, affiliate marketing, online sales/merchandising (with brand co-op), re-marketing management and all email marketing across 9 brands. Worked to progress and build each team members strengths while managing department goals of building a powerhouse creative team for each brand.

- » Provided design and creative direction that increased site exposure attracting the targeted market thereby lifting traffic by 30% and boosting overall conversions from 2 to 4%
- » Implemented into workflow the use of creative briefs, mood boards, type, color and graphic exploration alongside timelines and phased reviews that provided a tangible for internal team and external partners
- » Managed creative for multiple brands while taking a hands-on approach to leading the team creatively and building up each individual professionally

Creative Director

Harness Media Group (Consulting): 1/02 – present

Provided overall creative/art direction for various clientele. Leading a virtual team in design development, digital/print campaigns, online marketing, email marketing, SEO and social strategy as it pertains to creative, interactive, digital video and front-end web development best-practices when implementing creative.

- » Delivered design consultation and creative direction for Nike US Open of Surf, Nike Brand Jordan, FRIENDS, Contiki, Proctor & Gamble, Pfizer, Pantene and others.
- » Quantified design strategy for clientele to validate impact on overall CTR (click-through rate), AOV (average order volume) and ROA (return on ad-spend) across multiple campaigns.
- » Specialize in identifying areas to reduce marketing expenses and reallocation to achieve improved ROI (return on investment), optimize UI/UX for increased conversions, refine keyword density, link strategy and overall SEO/SEM impact for desired search engine ranking over time.

Creative Director

Crisp Brand Agency: 3/06 – 9/07

Directed creative team (4) and initiated key design strategies for global marketing plans and implementation for print, packaging and interactive projects. Built creative process from the ground up by putting into practice creative/project briefs, mood boards, phased approach for creative review/approvals, timelines and budgets for creative. Was integral in setup for internal and external team building activities like team go-cart racing and surfing!

- » Led design team and development efforts for clients including Nestlé, Coors, Hitachi and XFX/Nvidia
- » Designed consumer packaging and industrial design for video cards winning XFX award
- » Managed and outsourced interactive production house in China reducing project costs by 50%+
- » Set and maintained project scope, time-lines and budgets for digital projects

Senior Web Designer

Mortgage Bankers Association: 11/03 - 7/05

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Designed and developed branded online conferences, marketing and POPs, manage project execution of 30+ conferences websites annually, designed print, trade show and web/interactive projects.

- » Created web process work-flow to streamline production and minimize cost (increased association/division revenue approx. \$325,000 within first 6 mos. of hire)
- » Increased conference attendance and awareness through targeted online marketing, email and direct-mail campaigns
- » Developed designers' and jr. web designers' skill set and creative competencies for online and printed media

Design/Usability Consultant

Novations VMS: 12/02 - 5/03

Led design strategy for various corporate retail clients: Nike Women's, Pacsun, Cisco Systems, Wakefern/ShopRite and Westfield.

- » Instituted brand strategy for national print and web campaigns
- » Managed QA and compliance for visual communications with retail clients
- » Designed and developed full packages for CBT (Computer Based Training) and WBT (Web Based Training) modules

SKILLS:

Platforms:

Mac/PC/Quantel

Technologies/Applications:

CS5 Masters Collection HTML/CSS/JS (some) MS Office (Excel/Word/PowerPoint) FRY E-commerce ATG Demandware Magento Endeca SOLR Omniture/SiteCatalyst Google Analytics	Balsamiq Axure (some) Gomez Litmus Lyris iContact Benchmark Campaign Manager Constant Contact (etc...)
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EDUCATION:

BFA in Graphic Design | 2000 Norfolk State University

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(Additional experience and references upon request.)

<u>CORE</u>	<u>LIFE</u>	<u>VALUE</u>	
Creative Development Usability, User Experience Conversion/Analytics, Content Marketing Search / Navigation Branding	Surfing Skating Snowboarding Peanutbutter Cookies Roadbikes Drawing and Painting Missions Not Wasting My Life	Family & Friends Good Leadership Encouraging Others to Achieve Life Lessons Setting and Accomplishing Goals	

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