

# Jamiah Mootry

## Creative Digital Designer

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Designer with 7+ years of experience creating impactful visuals across digital, web, mobile, and print platforms. Skilled in Figma and Adobe Creative Suite, with a strong focus on user-centered design, visual communication, and delivering intuitive brand experiences.

### QUALIFICATION SUMMARY

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- Excellent in generating creative concepts and translating ideas into production-ready assets.
- Personable communicator able to collaborate seamlessly across disciplines, and thrive in fast-paced environments.
- Operating with grace under tight deadlines through efficient time management while maintaining a keen eye for detail across multiple projects simultaneously.

### PROFESSIONAL EXPERIENCE

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#### **BD Medication Company, Salt Lake City, UT (Hybrid)** **2025 – Present** **Brand Designer**

Design and develop brand-aligned visual assets for digital, print, marketing, and internal communications within a regulated healthcare environment. Collaborate with cross-functional teams to maintain brand consistency, support strategic initiatives, and deliver high-quality creative solutions.

- Create branded marketing and communication materials across digital and print platforms
- Collaborate with cross-functional teams to support campaigns and business initiatives
- Maintain visual consistency through brand guidelines, typography, and design systems
- Prepare production-ready files while managing multiple projects and deadlines
- Support creative workflows, asset organization, and design process improvements

#### **Freelance, (Remote)** **2024 – Present** **Digital Designer**

**Delivering visual design, digital content, and e-commerce assets that enhance brand consistency, improve product presentation, and support customer engagement across online platforms.**

- **Improved product presentation**, brand consistency, and workflow efficiency by delivering e-commerce design solutions including product pages, Amazon A+ content, Shopify visuals, product image reskinning, storefront maintenance, and supporting a 3D model transition project (*Channel Command*)
- **Strengthened brand identity** and increased audience engagement through cohesive social media, website, and packaging design for startups and small businesses (*Hued, Curly Me, Nikki Walker*)
- **Enhanced marketing execution** and design delivery for client initiatives by leading and supporting ad-hoc creative projects, marketing materials, and website design under NDA-based engagements, ensuring timely, high-quality outcomes (*Make It Memorable, Contrast Designworks LLC*)

#### **Contrast Designworks, Palo Alto, CA** **Digital Production Designer (Remote)**

**2023 – 2024**

Ensured brand consistency across all projects by collaborating with senior designers on the major initiative to rebrand OKTA web pages according to new brand guidelines. Created high-quality visual assets for various ad hoc projects, including data visualizations, one-pager covers, and presentations.

- **Boosted web-traffic rates by 40%** by rebranding web pages to new OKTA brand standards and improving site usability.

## **Faire, San Francisco, CA**

**2022 – 2023**

### **Brand Production Designer (Remote)**

Independently created impactful sales and marketing materials that prioritized clear communication while maintaining brand consistency; partnered closely with brand designers to ensure all projects adhered to brand standards. Identified opportunities to elevate creative and marketing strategies while fostering innovative ideas and solutions.

- **Boosted click-through rates by 10%** by designing drag-and-drop-friendly email templates.
- **Grew brand adoption by 25% among retailers and distributors** by enhancing the professional appearance of business review decks.

## **Williams-Sonoma, Inc., San Francisco, CA**

### **Digital + Social Designer (Pottery Barn Teen)**

**2022 – 2022**

Promoted and contributed to dynamic, on-brand campaigns by curating banner ads, emails and social media marketing assets on behalf of Pottery Barn Teen branch of premium kitchenware and home furnishings retailer.

- **Significantly improved website visits by 30%** by achieving social media engagement through outstanding content creation.
- **Enhanced team collaboration and efficiency** by creating and implementing project tracking processes.

### **Digital Designer (Pottery Barn Kids)**

**2018 – 2022**

Optimized click-through rates and website traffic for Pottery Barn Kids by developing seasonal campaigns and coordinating with cross-functional teams to architect cohesive brand experiences across multiple media channels.

- **Produced a 20% increase in interior design service appointments** by creating specialized email campaigns.

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## **Additional Experience**

**Product Designer**, 4DA Inc., Denver, CO

**2023 – 2023**

**Marketing Coordinator**, Total Health Dental Care, Oakland, CA

**2017 – 2018**

**Freelance Graphic Designer**, The Vent Studio, Buffalo, NY

**2014 – 2017**

## **Education**

**User Experience Design Certificate** | Springboard, Virtual

**2023**

**Business Management Certificate** | Salt Lake Community College, Salt Lake City, UT

**2015**

**Bachelor of Arts in Digital Media Arts** | Canisius University, Buffalo, NY

**2014**