

Jamiah Mootry

Creative Digital Designer

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More than 7 years of success in design honed through hands-on project leadership and execution. Expert in crafting compelling visuals across platforms – from web and mobile to print and digital media with experience in Figma and the Adobe Creative Suite including Illustrator, InDesign, and Photoshop. Passionate about user-centered design. Able to leverage strong visual communication and a deep understanding of design principles to create intuitive and visually stunning experiences.

QUALIFICATIONS SUMMARY

- 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

Freelance Designer, Salt Lake City, UT (Remote)

2024 – Current

Channel Command, (Remote)

2024 – 2025

Design visually engaging and conversion-driven Amazon A+ Content that enhances the shopping experience and boosts brand visibility. My work involves crafting high-quality visuals that effectively communicate product benefits, features, and brand identity. By blending aesthetic appeal with user-centric design, I help Amazon brands stand out in the competitive Amazon marketplace, driving customer engagement and building trust through cohesive, professional content.

- **Redesigned 200+ Yongevity products** of Amazon A+ Content and Product Listings which increased conversion rate by the standard 5-10%.

Hued, (Remote)

2025

Designed marketing assets, social media content, product packaging, and brand materials to support brand consistency and customer engagement; collaborate on ad hoc projects with a focus on meeting client needs and delivering high-quality, timely solutions.

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
Brand Production Designer (Remote)

2022 – 2023

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.

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

Bachelor of Arts in Digital Media Arts | Canisius University ▪ Buffalo, NY ▪ 2014

LICENSES & CERTIFICATIONS

Business Management Certificate | Salt Lake Community College, 2025
User Experience Design Certificate | Springboard, 2023