

# JILL GRIFFIN

BRAND AND PRODUCT DESIGNER

jillanngriffin@gmail.com | (513) 432-7089 | Cincinnati, USA

linkedin.com/in/jillanngriffin | jillgriffindesign.com

Experienced Brand Designer with over 20 years shaping cohesive visual systems and interfaces for startups and enterprises. Excels at translating complex data and workforce concepts into compelling brand narratives and digital experiences, leveraging expertise in responsive web design and illustration. Collaborates cross-functionally to deliver high-impact brand assets in fast-paced environments.

## EXPERIENCE

### Independent Designer

2014 – PRESENT

Jill Griffin, LLC

- Designed pixel-perfect mock-ups with custom illustrations for Workday/VNDLY's responsive customer-facing website as sole designer
- Led brand, product, and web design for diverse clients including Pantomath, Democracy in Action, Map Inc., and Richard Luscek
- Designed mock-ups, components, and marketing materials for startups providing data observability and alerting dashboards
- Conducted UX audits to identify and prioritize immediate changes to existing applications
- Led re-brand efforts and executed various marketing materials for local political non-profit organizations
- Built wireframes, mock-ups, and websites using Squarespace, HTML/CSS (Flexbox) for artist portfolios and accountant services

### UX/UI Designer

2016

Jenzabar

- Created in-the-box and out-of-box solutions for an educational technology resource application used by university staff
- Developed and leveraged UX tools including personas and heuristic evaluations to facilitate decision-making
- Led enhancements to the edtech platform through user research, testing, and iterative design

### UX/UI Designer - Senior Consultant

2009 – 2014

Cardinal Solutions Group

- Served as UI Designer on Kroger's native iOS and Android application, creating custom icon sets and cake-ordering interfaces
- Created pixel-perfect mock-ups, assets, and style guides to ensure consistency across applications
- Collaborated with Fifth Third Bank developers to design and implement proof-of-concept responsive products
- Produced on-brand layouts for P&G internal portals and dashboards that increased employee productivity
- Conducted routine visual quality assurance with project teams and observed live usability tests before releases

### Graphic Designer

2006 – 2009

OKI-Bering

- Co-designed an 800+ page product catalog for a welding and industrial supply wholesaler
- Designed various marketing collateral including flyers, postcards, self-mailers, T-shirts, and banners
- Ensured print quality by reviewing proofs and attending press checks for brand consistency

## EDUCATION

### BFA (Fine Art & Visual Communication Design)

Art Academy of Cincinnati

GRADUATED 2004 & 2006

### AI for UX Designers

Stanford University

2026

Completed - Certificate Pending

## CORE COMPETENCIES

Brand Strategy • Brand Identity • Visual Storytelling • Typography • Layout Design • Color Theory • Web Design • Prototyping • Interaction Design • Design Libraries • Usability Testing • Creative Direction • Cross-Team Collaboration • Campaign Design • Creative Problem Solving

## TECHNICAL PROFICIENCIES

Figma • Adobe Creative Suite • Illustrator • Photoshop • After Effects • MidJourney / OpenAI • Docs, Sheets, Slides • HTML, CSS Edits

## FEATURED PROJECT

### AI-Powered Training Application — Stanford Capstone

Designing an AI-assisted system providing real-time feedback using audio, video, and motion inputs to help pool players find their stance.