

Experienced art director with a background in building digital systems, creating brand experiences and managing strategic initiatives at the intersection of design and business.

EXPERIENCE

Senior Art Director

Betterworks // Remote | November 2021 - Present

- › Spearheaded visual direction for a brand evolution and marketplace pivot — launched a brand awareness campaign, redesigned core website pages, and built internal templates for sales activation simultaneously within a quarter
- › Created templates that empowered internal stakeholders to build branded assets efficiently and independently
- › Managed and art directed video production with multiple agency partners and internal teams
- › Developed marketing strategy in concert with the marketing leadership team and CMO, increasing pipeline, share of voice, and brand awareness quarter over quarter
- › Hired and mentored a production designer, expanding the capacity of the creative team
- › Branded unique event experiences both internal and customer-facing, resulting in increased engagement, badge scans, and meetings generated
- › Implemented an organizational system and creative intake process to better serve the company, generating elevated reach and brand consistency
- › Designed virtual event series identities, activating webinar platforms and multi-channel digital campaigns, exceeding registration goals

Senior Designer - Branding, Digital, Web & Print

NORCAL Group // Austin, TX | January 2017 - October 2021

- › Developed strategic direction and core creative for rebrand in partnership with the VP of Marketing, Director of Brand and other executive stakeholders — aligning the brand with the mission and helping build confidence internally with agency partners and policyholders
- › Hired and led training for a production designer in concert with the Director of Brand; as a result our department was able to take on additional requests and expand our reach
- › Built a scalable co-brand system for our collateral adding value for the national business development team, contributing to exceeding the yearly premium sales goals
- › Forged key cross-departmental partnerships resulting in increased efficiency and quality
- › Executed and collaborated in national ad campaigns, marketing plans, collateral (print, web, digital, trade show and outdoor) and internal engagement goals
- › Reduced stock photography spending from \$15,000 to \$1,200/year while maintaining the same quality of images and increasing options for visual design work
- › Increased employee engagement through a redesign of company intranet by incorporating responsive components and enhancing the overall experience
- › Led the environmental design team for the regional office moves in three cities, creating original murals, offering color and brand direction and coordinating fine art procurement and placement along with the VP of Marketing and Director of Brand — enhancing morale and internal excitement for the relocation of workspaces

SKILLS

Art Direction
Concept, Strategy & Branding
Experiential Event Design
Team Management
Client Engagement
Layout & Typography
Publication Design
Digital Marketing
Video Production
Illustration - Digital and Hand-Drawn
Project Management
Pre-Press, Paper and Production
Front-End Design and Development
Wordpress
Domain DNS and Host Setup
Adobe Creative Suite
Microsoft 365 & G-Suite
Hubspot, Basecamp, Asana

ACHIEVEMENTS

- 2022 Betterworks Employee of the Quarter: *Stretch Don't Settle*
- 2018 IMCA Best of Show: Elite Agent Event Collateral
- 2018 IMCA SAMMY Award (Best of Conference): Year in Review
- 2017 Platinum Hermes Creative Award: NORCAL 2016 Annual Report
- 2017 Gold Hermes Creative Award: California Retention Campaign

EDUCATION

University of Miami // Coral Gables, FL
Bachelor of Fine Arts - Graphic Design
Art History and Marketing Minors
Cum Laude

Senior Designer & Developer

Sommers Marketing + Public Relations // Austin, TX | February 2013 - December 2016

- › Instrumental in the growth and success of the design team, maintaining a seamless pace of operation while expanding and realigning
- › Managed junior staff, mentoring and growing their abilities to produce work at the highest level, played an integral role in vetting, interviewing and hiring
- › Initiated and completed self-directed training in web design and development, increasing our firm's capacity and turnaround speed for web-based projects
- › Expanded my original role from print designer to include team lead, web developer, and client relations, helping the firm more than double its number of clients in three years

Graphic Designer

Mosak: Advertising and Insights // Austin, TX | May 2012 - February 2013

- › Collaborated with colleagues to execute full-scale creative — concepts, pitches, commercial storyboards, original art and radio spots for top tier clients
- › Tripled my assigned projects after two weeks, increasing the team's capacity and ability to better meet clients' needs

Graphic Designer

Texas Exes Alumni Association // Austin, TX | April 2007 - March 2012

- › Spearheaded the unification of the brand throughout the organization, building stronger equity and closing the visual style gap between departments
- › Restructured the production process and logistics for print material, resulting in a \$29,375 savings between 2010-2011

Designer & Pre-Press Production

PIP Printing // Ft. Lauderdale, FL | May 2006 - April 2007

- › Learned to operate press and bindery equipment, expanding the shop's bandwidth
- › Worked directly with walk-in clients, up-selling offerings to generate additional revenue

Owner, Freelance Designer

jamieappel.com // Austin, TX | June 2003 - Present

- › Generated new business opportunities, ran projects from strategy to execution, worked across print, digital, website, environmental and fine art
- › Managed client relationships, consultations, estimates/invoicing and budget requirements

CLIENTS

Betterworks
3M
University of Texas at Austin
Raytheon
OWN Network
Chuy's
Shady Grove
TAME
NORCAL Group
ProAssurance
University of South Florida
Brookfield Residential
Addison
Easton Park
Blanco Vista
Tessera on Lake Travis
Blake Magee Co
Longhorn Village
The Summit at Rough Hollow
Seely Group
Circle C Child Development Center
Austin Soccer Foundation
Brunson Dental
Beckett Electrical Services
Mondics Insurance
Lucky Eagle Casino

FUN FACTS

AI&A member since 2005
Seinfeld trivia geek
Popsicle Stick Sculpture champion
I drew food I ate every day for a year
I play A LOT of soccer
I am smiling 99% of the time
Cosmo, my dog, will always be on zoom