

JENN GRIFFIN

Brand, Experience Design & Operations Leader

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Charlotte Metro OR Remote

SUMMARY

I look at the whole experience—how a brand looks, what it says, how people experience it, and what it takes to deliver it well. I bring a designer's mindset to complex business challenges, making things easier to understand, getting ideas across the finish line, and building systems that make the work easier the next time around.

My background spans 20+ years across regulated, B2B2C, multi-brand, startup, and nonprofit environments, connecting brand strategy, experience design, and operations to build experiences people trust and systems that scale.

\$13M+ Recovered Repayments • 15% Client Revenue Growth • 300% CTR Lift • 30% Faster Delivery • 75% Fewer UI Defects

CORE COMPETENCIES & SKILLS

BRAND & CREATIVE: Brand Strategy, Creative Direction, Visual Design, Positioning, Messaging, Integrated Marketing, Content Strategy, Storytelling

EXPERIENCE DESIGN: UX Design, Customer Experience, Journey Mapping, Digital Experience, Information Architecture, Lifecycle Design, Email & SMS Strategy, Testing & Optimization

OPERATIONS & LEADERSHIP: DesignOps, Creative Operations, Design Systems, Workflow Optimization, AI & Automation, Team Development, Cross-Functional Leadership, Process Improvement

EXPERIENCE

PRINCIPAL CONSULTANT | BRAND & EXPERIENCE DESIGN

October 2010 – Present

Jenn G Designs | AI/SaaS, healthcare, e-commerce, construction & nonprofit

Help organizations clarify their brand, improve the customer experience, and build better ways of working.

- Served **40+ clients** across SaaS, nonprofit, healthcare, e-commerce, and construction.
- Designed and launched **30+ websites**, connecting brand, messaging, UX, and business goals.
- Increased nonprofit website traffic **50%** through an integrated donation experience and digital strategy.
- Build brand systems, digital experiences, and workflows that make creative execution more consistent and scalable.

VP, EXPERIENCE DESIGN & CREATIVE OPERATIONS

July 2023 – September 2024

Quanta Credit Services | Start-up, B2B2C fintech – serving 20+ financial brands

Led experience design, creative strategy, and operations across 20+ financial brands, connecting customer insights, business goals, and the systems needed to deliver at scale.

- Grew existing client revenue 15% through expanded service offerings and Salesforce integration.
- Increased email CTR 300% through lifecycle journey design, targeted messaging, and testing.
- Applied UX principles and customer insights to simplify complex financial communications across email, SMS, and digital touchpoints.
- Led and mentored creative talent, strengthening design thinking and connecting creative decisions to business outcomes.

CREATIVE DIRECTOR, DIGITAL EXPERIENCE & DESIGNOPS

August 2021 – July 2023

Quanta Credit Services | Early-stage B2B2C fintech startup — all systems built from scratch

Built the omnichannel customer communication experience and creative engine behind a growing fintech—from lifecycle strategy and experience design to the team, workflows, and design systems needed to scale.

- Contributed to \$13M+ in recovered repayments through clearer, customer-centered digital communications.
- Built a reusable design system and component library, reducing UI defects 75% and prototyping time 40%.
- Built the creative team and DesignOps infrastructure from scratch, reducing delivery time 30% through streamlined workflows and governance.
- Developed service tiers connecting client needs, market positioning, and business goals.

DIRECTOR, DIGITAL EXPERIENCE & MARKETING

May 2008 – August 2021

Rink Management Services | B2B2C, multi-brand portfolio of 40+ facilities

Built the brand, marketing, and digital experience infrastructure supporting 40+ facilities and 300 annual programs and events.

- Increased attendance 40% through integrated campaigns spanning email, digital, paid media, SEO, and community marketing.
- Led creative direction, brand experience, digital communications, web design, paid media, and agency partnerships.
- Built centralized brand and marketing systems that improved consistency and streamlined execution across 40+ locations.

EDUCATION, CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

M.A. Visual Communication — Regent University | **B.A. Communication** — Houghton College

HubSpot Email Marketing • Asana Ambassador • Wix Icon Partner

Additional Leadership: Adjunct design instructor and creative mentor, teaching visual communication, critical thinking, and creative problem-solving.