

JENN GRIFFIN

Brand, Experience, & Creative 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 it works, and what it takes to deliver it well. I make complex things easier to understand, get ideas across the finish line, and build systems that make the work easier the next time around.

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

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

CORE COMPETENCIES & SKILLS

BRAND: Brand Strategy, Creative Direction, Messaging, Positioning, Integrated Marketing, Campaign Strategy, Content Strategy, Storytelling, Visual Communication

EXPERIENCE: Customer Experience, Journey Mapping, UX Design, Digital Experience, Lifecycle Marketing, Email Strategy, Web Strategy, Customer Research, Testing & Optimization

OPERATIONS: Creative Operations, DesignOps, Workflow Design, Design Systems, AI & Automation, Team Development, Creative Mentorship, Cross-Functional Leadership, Executive Partnership

EXPERIENCE

PRINCIPAL CONSULTANT | BRAND, EXPERIENCE & OPERATIONS

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 **10+ clients** across SaaS, nonprofit, healthcare, e-commerce, and construction.
- Designed and launched **10+ websites**, connecting brand, messaging, UX, and business goals.
- Increased nonprofit website traffic **50%** through an integrated donation experience and digital strategy.
- Build practical brand systems and workflows that make ideas easier to execute and scale.

VP, PRODUCT EXPERIENCE & CREATIVE OPERATIONS

July 2023 – September 2024

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

Led brand experience, creative strategy, and the systems behind them across 20+ financial brands.

- Grew existing client revenue **15%** through rapid product expansion and Salesforce integration.
- Increased customer engagement **30%** by improving lifecycle journeys and messaging.
- Connected customer insight, business strategy, and creative direction to improve how complex financial products were understood and experienced.
- Led and mentored creative talent, strengthening strategic thinking and the connection between creative decisions and business outcomes.

CREATIVE DIRECTOR, PRODUCT EXPERIENCE LEAD

August 2021 – July 2023

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

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

- Contributed to **\$13M+ in recovered revenue** through clearer, customer-centered digital experiences.
- Built the creative team and operating infrastructure from scratch, reducing delivery time **30%**, **UI defects 75%**, and **prototyping time 40%**.
- Developed product tiers connecting customer needs, market positioning, and business goals.
- Established creative standards and reusable systems across product, email, digital, and client communications.

DIRECTOR, DIGITAL EXPERIENCE & MARKETING

May 2008 – August 2021

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

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

- Increased attendance **40%** through integrated digital, email, event, and community marketing.
- Led multi-brand creative, communications, web, PR, media, and agency partnerships.
- Built centralized systems that improved brand consistency and made work easier across a complex multi-location organization.

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 with experience teaching visual communication, critical thinking, and creative problem-solving.