

JESSICA CROWLEY

Creative Director / Art Director

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PROFESSIONAL SUMMARY:

- 20 years experience in creative, brand, marketing, communications, copywriting, and visual design roles
 - Adept at delivering world class customer experiences across multiple channels
 - Proficiency in managing cross-departmental teams and projects to develop creative solutions that align with strategic goals
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WORK EXPERIENCE:

Creative Director (12/20-06/21)

National Instruments (NI), Austin, Texas

- Responsible for driving the visual and verbal identity of the NI brand, working with leaders in marketing, advertising, brand, web experience, social, facilities, and product for full development and buy-in to the brand and identity, execution of creative, infusion into the product experience, and development of assets to be used broadly throughout the company.
- Led creative direction and art direction for the implementation of a global rebrand
- Worked alongside in-house design team, cross-functional teams, and 8+ agency partners to create the NI brand, translate the new vision and values into concrete creative solutions and pinpoint gaps in creative strategy and execution
- Created and led a cross-functional team to develop a cascading software brand hierarchy for flagship products
- Creative and art direction for the ni.com experience, social media and paid ads which increased engagement and led to sales conversions
- Responsible for creation of channels of communication, brand asset management, and tool execution between product design, industrial design, events, social, and contact nurturing teams to bolster collaboration

Art Director (08/15—12/20)

National Instruments (NI), Austin, Texas

- Responsible for multi-channel art direction on a global scale spanning brand touch points from point of sale through user interface
- Conceptualized and led the design of brand and systems-based communications, both internally and externally, including high-level executive and client interaction
- Managed 11-person in-house design and production team
- Recruited, trained and managed two teams of contractors in Hungary and Costa Rica
- Led cross-functional team of 10 visual and UX designers through a 12-month software rebrand culminating in a new flagship software brand and a portfolio suite of over 50 products
- Co-directed redesign of hardware and software photography style, including directing photoshoots and image placement across multiple platforms
- Creation and ambassador of brand manuals and style guides, including acquisitions, co-branded opportunities, and event playbooks for internal design team, vendors, and agencies on retainer

Senior Visual Designer (10/12—08/15)

National Instruments (NI), Austin, Texas

- 2015 NIWeek Art Director for the company's signature event—leading the creation of environmental graphics, print and digital marketing collateral
- Design team leader for the redesign of all print marketing collateral
- Creative lead for product packaging design for 8+ software products

Founder (12/05—present)

Streamlyne Creative, LLC

Print and digital consultant for brand identity and visual design campaigns, project and relationship management, content creator and editor for internal and external audiences, and art direction for various agencies and corporate clients, including:

The Global Consulting Organization

- Art direction, website design, copywriting, consulting for large-scale (\$40M+) real estate development projects

Markwardt Performance Consulting

- Communications copywriter for oil and gas Fortune 500 clients

University of Houston (UH) and Texas Learning & Computation Center

- Responsible for user interface design, brand identity, graphic design and project management for large-scale ozone mapping website
- Coordinated with 21 university-affiliated entities serving the Third Ward to demonstrate the need for a community center
- Rebranded the Texas Learning and Computation Center marketing collateral and event signage
- Copywriting, design, and development of websites and related-collateral to prove the need for federal grants
- Managed client relationships for university and community-related projects

Editorial Contractor for Gulf Publishing Company

- Designed and co-managed complete magazine redesign and rebranding for monthly publication
- Designed, produced, and provided editorial assistance for monthly and periodic publications

Marketing Specialist (03/09-09/09)

Allen Institute For Brain Science, Seattle, WA

- Created and presented website design and strategy presentation for top-level executives
- Wrote copy, collected assets, and refined wireframe for a 100-page website redesign, www.alleninstitute.org
- Advanced company's mission with innovative marketing, communications and public relations strategic plans
- Managed deployment of brand elements to ensure alignment of collateral with overall communications strategy
- Translated scientific instructional training materials to meet diverse target audience needs

EDUCATION

MS, Sports Administration
Ohio University

BA, Public Relations
University of Texas at Austin

Web Design Certification
University of Washington

Extracurricular Activities: Competitive Swimmer for the University of Texas (1996-2000) and Ohio University (2001)

TECHNICAL PROFICIENCIES

Adobe CC (Photoshop, Illustrator, InDesign, XD, HTML, CSS, CMS (WordPress, Drupal, Canva, Various), MS Office, Visio, SharePoint, MAC and PC platforms