

JACKIE

Jackie Imirie

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Hi I'm Jackie Imirie—an interdisciplinary Designer/Director with over 12 years of agency experience, specializing in product design and digital systems. My journey in design has been defined by a passion for great work and great collaboration. I'm adept at fostering teamwork and with a steadfast focus on crafting impactful experiences, I infuse artistic vision and strategic thinking into every project. My background includes a Bachelor of Fine Arts in Graphic Design and a collection of accolades, all of which drive my commitment to lead and inspire teams in delivering exceptional design solutions.

Experience

Senior Product Designer

Free Association – Remote
2022 – Present

Clients Include: Coinbase, GoogleStore, Ojjo, +more!

Leads and oversees multiple workstreams for Coinbase and gStore accounts, working on native and web platform updates, and north star visions. Collaborates with various cross-functional teams — including product managers and directors, designers, engineering operations, and customer support — to propose high-impact product initiatives while taking into account capabilities and limitations of the product.

Senior Digital Art Director

HZDG – DC Metro Area
2019 – 2022

Clients Include: Colgate Palmolive, Discovery Education, 2U, Hilton Hotels & Resorts, American Chemistry Council, Eastman, Bozzuto, Dormify, Alton Lane, +more!

Created and oversaw digital experiences and integrated brand campaigns for national and local clients. Managed a team of art directors, designers, and junior designers. Lead internal initiatives in creating and improving internal product and design processes.

Senior Digital Designer

HZDG – DC Metro Area
2017 – 2019

Developed digital concepts, branding, and experiences for high end clients. Designed print, web, identity, branding and environmental materials for B2B and B2C clients in a fast-paced, deadline-oriented atmosphere.

Designer

HZDG – DC Metro Area
2012 – 2017

Develop concepts and branding by working on a range of ambitious and innovative projects. Responsible for driving creative direction of campaigns, branding, web, print, identity and environmental materials.

DESIGNER/DIRECTOR

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JACKIE

Education

Bachelor of Fine Arts (BFA)

Savannah College of Art & Design – Savannah, GA
2010 - 2012

Major in graphic design with a minor in advertising. Graduated with Cum Laude.

Associate of Fine Arts (AFA)

School of Art & Design, Montgomery College – DC Metro Area
2008 - 2010

Degree in graphic design. Graduated with honors.

Skills

Figma, Principle, Adobe Creative Cloud (Indesign, Illustrator, Photoshop, After Effects), Webflow, Sketch, InVision, UX/UI, product design, product strategy, design system management, branding and campaign development, design thinking, design ops, internal team processes, budgeting, resourcing.

Experience in HTML, CSS, JavaScript (React.js), Gatsby, Sanity, Contentful, Shopify, WordPress, video production, and e-mail clients (Mail Chimp, etc.)

Awards

Gold ADDY Award, Veris Residential Website

Gold ADDY Award, Halstead New Rochelle Website

Gold ADDY Award, HZDG Client Gift

Silver ADDY Award, 2U Enterprise Website

References

Andrew Wachholz

Director of UX

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Joe Symoski

Associate Director of Interaction Design

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