

# jessica lee



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jessleedesign.com

## Professional Summary

Experienced Digital Marketing and UX Designer with a strong background in brand development, user experience optimization, and strategic marketing. Proven ability to create visually engaging, user-centred designs that drive engagement and elevate brand presence.

## Experience

### Senior Design Lead - Dot Furniture

Toronto - Apr 2025 - Current

- Designed digital assets for web, email, and social platforms to support and enhance user engagement.
- Developed and maintained brand guidelines, ensuring visual consistency across all touchpoints.
- Collaborated with internal teams to implement UX improvements and customer experience.
- Analyzed campaign and website performance to inform design strategy and optimize user interaction.
- Managed workflow and supervised two direct reports, overseeing project timelines.
- Led the execution of marketing initiatives from concept through delivery, ensuring alignment with business goals

### Digital Marketing / UX Designer - Zaneen Group Inc.

Toronto - Sep 2021 - Mar 2025

- Built and executed digital marketing strategies that increased brand visibility and engagement
- Developed and refined cohesive brand styling, enhancing brand consistency across platforms.
- Analyse digital campaigns and website performance results and report on KPI's to help the Management team determine ways of improvements for future investments.
- Conceptualised and implemented UX improvements, collaborating with Communications, Graphics, and Programming teams

### Chief Marketing Officer - Brimley and Company

Toronto - Apr 2020 - Jan 2023

- Transformed client requirements into visually compelling, user-friendly designs, enhancing customer engagement and usability.
- Led product growth, spearheaded packaging design, and managed visual design expectations.
- Increased organisation-wide sales through targeted marketing, market research, advertising, and PR initiatives.

### Industrial Design Intern - Teknion

Toronto - May 2019 - May 2020

- Assisted with ideation, 3D modelling, prototype building, and concept presentations.
- Conducted design research on trends and user discovery, synthesising findings for stakeholders.

## Skills

**Creative:** Photoshop, Illustrator, Lightroom, Premier Pro, InDesign, Figma, Adobe XD, Procreate

**3D Modelling:** SolidWorks, Fusion 360, KeyShot, Rhino

**Other:** Wordpress, Shopify, Squarespace, Google Analytics, SEO

## Education

**Bachelors of Industrial Design (BID)** - Carleton University | Graduated June 2021

**GPA:** 3.9, Dean's Honours List (2016 - 2021)