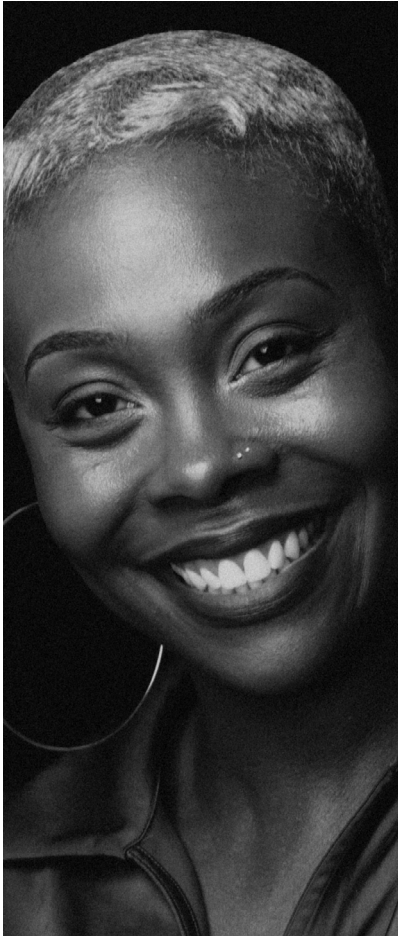




JOJOWEST.CO

(Brand * Visual * Marketing * Digital)

Dear Hiring Team,

I'm a Senior multidisciplinary designer with experience across graphic, brand, visual and marketing design, supported by a background in photography and content creation. Throughout my career, I've worked across agency, in-house and freelance environments, giving me the ability to both bring fresh thinking to a brand and understand how to create thoughtfully within an established identity.

Most recently, I worked as a Digital Experience Designer at Xfinity, leading design across high-visibility digital experiences and collaborating closely with product, research, copy and development teams. My work ranged from evolving existing experiences to helping bring entirely new pages and initiatives from concept through launch, always balancing brand consistency, business goals and the customer experience.

Before Xfinity, my agency experience gave me the opportunity to work across a wide range of brands and industries, including Airbnb, Healthline Media, UNDP and the New York Hall of Science. Working in a fast-paced agency environment taught me how to adapt quickly, develop distinct creative approaches for different audiences and solve new challenges without relying on the same visual solution every time.

That combination has shaped me into a versatile designer who can think beyond the individual deliverable. I'm interested in the larger story a brand is telling, how each touchpoint contributes to it and how strong creative can support both an emotional connection and a business objective. Whether I'm developing a visual direction, designing a digital experience, building campaign assets or collaborating across disciplines, I bring that same level of thought and care to the work.

I'm now looking for an opportunity where I can continue building on that experience while contributing my perspective to a team that values thoughtful design, strong ideas and collaboration. I'm especially excited by opportunities that allow me to work across brand, marketing and visual storytelling, but the range of my career has also made me comfortable stepping into new industries and learning them quickly.

Thank you for taking the time to consider my application. I'd welcome the opportunity to share more about my experience, my approach to design and what I could bring to your team.

Warmest regards,
Jojo West

PORTFOLIO jojowest.co
PHONE 414.514.0592
EMAIL jojowest.co@gmail.com
LOCATION PHILADELPHIA-NYC



EXPERIENCE

COMCAST (Digital Experience Designer)

11.2024 - PRESENT

Shapes customer-facing experiences across Xfinity.com, applying UX/UI principles, visual storytelling, and marketing design expertise to create intuitive, engaging solutions that support user needs and business goals:

- * Lead UX design experiences across Xfinity.com for TV & Streaming, X1, Xumo Stream Box, Internet Equipment, Home Solutions, and Home Security.

- * Designed and launched new digital product experiences for StreamStore, Xfinity Pro, Xfinity Shield, and the Amazon Luna cloud gaming partnership, leading design from concept through launch.

- * Crafts cohesive visual and interaction designs that translate complex product and marketing objectives into clear, engaging customer-facing digital experiences.

- * Drives a user-centered design process in collaboration with Merchandising, Business Units, Stakeholders, UX Research, Content, and Development across research, prototyping, content hierarchy, iteration, handoff, and QA.

TERRA MARKETING AGENCY (Graphic Designer)

09.2020 - 01.2024

Client-facing designer within an internationally recognized B2B/B2C marketing agency, supporting a diverse portfolio of brands across integrated marketing, digital, web, and visual communications:

- * Delivered design initiatives across 20+ brands, including Airbnb, Healthline Media, UNDP, and the New York Hall of Science (NYSCI), translating established brand identities into new initiatives and ongoing marketing communications across digital and print.

- * Led 5 comprehensive rebranding initiatives, developing visual identities, brand systems, and supporting assets aligned with each organization's mission, audience, and strategic goals.

- * Designed a range of long- and short-form branded content, including whitepapers, newsletters, case studies, campaign materials, and digital experiences, maintaining visual consistency while adapting to each client's communication goals.

- * Collaborated cross-functionally with copywriters, project managers, and UX/UI teams while forming strategic partnerships with clients' in-house design teams, optimizing workflows, timelines, and creative processes to ensure the delivery of cohesive, high-quality experiences.

UNIVERSITY OF WISCONSIN-MILWAUKEE (Graphic Designer)

06.2019 - 04.2020

10-month event marketing internship within the university's Integrated Marketing & Relations department, building foundational experience across graphic design, campaign development, digital marketing, and production:

- * Designed integrated campaign assets for university events across digital and print channels, including email, social media, digital marketing materials, environmental signage, and custom geofilters for platforms such as Snapchat and Instagram.

- * Supported event and promotional photoshoots from pre-production through final delivery, assisting with client coordination, talent support, photo editing, asset preparation, and print-ready production.

- * Collaborated with the marketing team on event and campaign development, contributing to creative brainstorming, market research, visual concepts, and execution across multiple audience touchpoints.

- * Managed multiple creative deliverables within a fast-paced university environment, balancing brand standards, stakeholder needs, production requirements, and evolving project timelines.

EDUCATION

BFA: DESIGN & VISUAL COMMUNICATION

(Summa Cum Laude)

University of Wisconsin-Milwaukee, 2020

AAS: GRAPHIC DESIGN

(Phi Theta Kappa Honor Society)

Milwaukee Area Technical College, 2018

PROFICIENCIES

DESIGN: Graphic Design * Digital Design * Marketing Design * Visual Design * Brand Identity * Visual Storytelling * Typography * Illustration * Photography * Storyboarding * Design Project Management * Presentation Design **UX/UI & WEB:** UX/UI Design * Wireframing * Prototyping * Interaction Design * User Research * Design Systems * Responsive Web Design * CMS **MARKETING & PRODUCTION:** Campaign Design * CRM * Email Design * Social Media Design * Image Editing * Video Editing * Print Production * Prepress **TOOLS:** Figma * Adobe Creative Cloud (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Acrobat) * Microsoft Office * ClickUp * Asana

PORTFOLIO jojowest.co

PHONE 414.514.0592

EMAIL jojowest.co@gmail.com

LOCATION PHILADELPHIA-NYC