

JILL M. LUMEN

585.704.8607 | jill.m.lumen@gmail.com | Portfolio: <http://www.jaygeedesigns.com/mywork>

SKILLS

Creative Direction • Brand Development • Campaign Leadership • Team Management • Retail Marketing • Packaging • Digital & Social • Workflow Optimization • Cross-Functional Collaboration • AI-Enhanced Creative Workflows • Adobe Creative Cloud • Figma • HTML/CSS • CMS • Motion Graphics • Adobe Firefly • ChatGPT • Claude

EXPERIENCE

Mid-States (Farm & Ranch Retailer)

Graphic Designer - Lead Designer, Dec. 2022 - Current

Brands entrusted to me: Outdoor Revival, Threadgrit, Wildology, Noble Outfitters, Heartland Harvest, Main Street Pet, Harvest King, Black Diamond, Electryx, Livingscape, CW Hart, Country Companion

- Design and implementation from inception to production for packaging, websites, POP, print collateral, social media, and related marketing initiatives
- Lead designer on numerous projects, working directly with the Creative Director on campaigns, packaging systems, and brand launches
- Build and manage social media for 6 brands — creating content, writing post copy, and managing the content calendar
- Coach and develop designers
- Create process improvements for the creative team
- Oversee project timelines, milestone tracking, and resource allocation
- Review, approve, and proof projects, working directly with print vendors

Visualink Creative Agency

Contract Art Director, May 2022 - Sept. 2022

Brands entrusted to me: Johnston & Murphy Interactive & Wholesale, Clayton Homes (Build, Epic, TRU)

- Mentor and manage the design team
- Develop creative concepts, execute deliverables and ensure brand integrity for internal stakeholders and clients
- Manage internal reviews, approvals, and proof for quality and consistency
- Oversee and develop website designs, banners, active campaign emails, creative briefs, timelines, print ads, indoor/outdoor signage, POP, direct mailers, etc.

Tri Star Energy

Design & Production Manager, July 2019 - May 2022

Brands entrusted to me: Twice Daily, White Bison Coffee, Hightail, Sudden Service, Southern Traders

- Partner with the VP of Marketing, Marketing Director, and Category Managers to develop and execute retail marketing campaigns across four brands.
- Supervise and manage the creative and production team, providing direction, prioritizing workloads, and maintaining brand consistency across all deliverables.
- Lead the promotional creative process from concept through production, managing six major promotions per year per brand along with additional product rollouts and seasonal initiatives.
- Oversee design, internal reviews, approvals, proofing, and final production for all campaign materials including loyalty offers, website banners, ATM screens, print ads, direct mail, in-store signage, and promotional assets.
- Develop creative briefs, timelines, ad planners, and print production guides to ensure alignment across marketing, operations, and production teams.
- Direct photoshoots and production planning by creating shot lists, mood boards, and coordinating expectations with food stylists, photographers, and category managers.
- Collaborate with General Managers, District Managers, and Regional District Officers to support store installations and maintain consistency across in-store signage and hardware.
- Manage relationships with print vendors, PR firms, marketing agencies, and hardware suppliers to ensure quality, accuracy, and timely delivery of campaign assets.
- Support social media campaigns across major platforms and SocialSign.in, ensuring promotions are aligned with broader marketing initiatives.
- Oversee the execution and management of the company's online web store used by all locations.
- Build and maintain POP material profiles and launch kits for new store openings to ensure brand consistency and operational readiness.
- Assess cost-effective production solutions and implement improvements for signage, hardware durability, and store-level execution.
- Create internal communication tools including newsletters, ad planners, and templates to support internal marketing and digital displays.

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EXPERIENCE CONTINUED

White Castle

Designer, May 2018 - July 2019

- Spearhead the initiative to bring design work in-house instead of working with agencies
- Produce variations of advertising concepts in print, outdoor, point of purchase materials, digital, web and mobile executions
- Produce final art for print production and advertising media distribution
- Create processes that establish company-wide standards for all design initiatives
- Design layouts for Craver merchandise and premium items
- Manage numerous simultaneous ongoing design project timelines and deadlines
- Organize, manage and track digital asset files/creative work to meet organizational needs

Fitch: Retail & Brand Consulting Agency

Design & Production Artist, September 2017 - May 2018

Brands entrusted to me: Microsoft, Dell, Intel, Best Buy, Costco, Home Depot, NewEgg, Rent-A-Center, Staples

- Create, coordinate, prepare print & digital deliverables (internal/external print collateral, in-store marketing, event graphics)
- Manage project workflow from design through delivery to vendors, ensuring printed materials are accurate through internal proofing and routing processes.
- Work with content specialists and digital producers to prep assets for the web.
- Source, purchase, resize and retouch imagery and manages photographic assets.
- Obtain vendor proof approvals. Facilitates and updates modifications on vendor proofs based on internal/client feedback.
- Responsible for QA of a wide range of digital assets for retail brands

Gibson Guitars

Web Designer, March 2015 - August 2017

Brands entrusted to me: Gibson Guitars, Phillips, Onkyo, Baldwin piano, Stanton, KRK Systems, Cerwin Vega, Cakewalk, Neat

- Generate designs for marketing campaigns and product launches
- Build/update product pages, web banners, contests, landing pages for Gibson.com using Kentino CMS
- Design invitations and hanging/roll-up banners for large scale trade shows/events such as CES, the CMA's NAMM, SHOF
- Perform QA reviews for new page launches
- Develop logos for new products and Conceive and implement social media updates
- Manage and modify timelines, assign action items for team

Eagle Productivity Solutions

Creative Manager/Lead Designer, March 2012 - June 2014

Brands entrusted to me: AstraZeneca, Bayer, Boehringer Ingelheim, Pfizer, Shire, Amgen, UCB, Merck, Abbott, Sanofi, Bristol-Myers Squibb, Allergan, Daiichi Sankyo, Endo

- Managed creative projects and timelines alongside the Creative Director for major pharmaceutical clients.
- Directed design execution across web and print deliverables while coordinating with writers, developers, and production teams.
- Delegated work across designers and supported the Creative Director in maintaining brand standards and quality control.

EDUCATION

Bachelor of Fine Arts Degree in New Media Design & Imaging, Rochester Institute of Technology (RIT)