

JED HIGGERSON

Art Director | Senior Graphic Designer

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PROFESSIONAL SUMMARY

Art Director and Senior Graphic Designer with 15+ years of experience creating brand, marketing, print, digital, email, web, and social media campaigns. Experienced leading creative projects from concept through execution while collaborating with clients, marketers, account teams, copywriters, developers, and other stakeholders. Strong background in campaign development, branding, digital marketing, visual communication, and multi-channel content production.

CORE SKILLS

Art Direction • Graphic Design • Brand Development • Digital Marketing • Marketing Campaigns • Visual Communication • Social Media Creative • Email Marketing • Creative Production • Print & Digital Design • Project Management • B2B/B2C Marketing

PROFESSIONAL EXPERIENCE

MJH Life Sciences | Cranbury, NJ

Art Director | Feb 2022–Present

Lead creative development and execution of multi-channel marketing campaigns across web, email, social media, paid advertising, landing pages, microsites, and interactive digital experiences. Collaborate with clients, account managers, copywriters, developers, and marketing stakeholders to translate complex healthcare information into engaging visual communications and campaign assets.

- Created materials for campaigns that generated more than \$7 million in revenue over a two-year period.
- Develop creative assets for paid media, social campaigns, email marketing, landing pages, microsites, and digital advertising initiatives.
- Evaluate emerging AI-powered creative tools to improve workflow efficiency and content production.

WS Audiology (formerly Siemens Hearing Instruments) | Piscataway, NJ

Senior Graphic Designer | Jul 2012–Jun 2020

Managed end-to-end planning and execution of print and digital marketing campaigns while maintaining brand standards across B2B and B2C initiatives. Worked independently and collaboratively with marketing teams to deliver projects on time and within scope while mentoring contributing designers. Developed social media content, customer-facing communications, and template-based email campaigns deployed through Salesforce.

- Maximized revenue and increased online traffic through coordinated B2B/B2C marketing initiatives.
- Recognized by senior leadership for consistently delivering high-quality work under tight deadlines.

Zebra Pen Corp. | Edison, NJ

Graphic Designer | *Dec 2008–Jun 2012*

Oversaw creative projects from concept through production, including print collateral, e-commerce initiatives, social media integration, product photography, video production, and digital content. Managed the company's cross-promotional e-commerce website, reviewed print quotes, performed quality checks, and coordinated branding and informational content to support customer engagement.

- Supported brand growth through print, digital, social media, e-commerce, photography, and video initiatives.

Americana Hospitality Group | Woodbridge, NJ

Junior Graphic Designer | *Aug 2006–Aug 2008*

EDUCATION & PROFESSIONAL DEVELOPMENT

New York University — User Experience (UX) Design I & II, Professional Development

Monmouth University — B.S. Business Administration/Finance, Minor in Information Technology

TECHNICAL SKILLS

Design: Adobe Creative Cloud (InDesign, Illustrator, Photoshop, Premiere)

AI / Emerging Tools: Claude, ChatGPT, Higgsfield, ElevenLabs, Adobe Firefly

User Experience: Figma, Adobe XD

Productivity: Microsoft 365 (Word, Excel, PowerPoint, Outlook, Teams)

Project Management: Adobe Workfront

Email Development: HubSpot