

Portfolio ellenmason.info

Skills

Marketing Design: Email Marketing, Social Media Marketing, Content Marketing, Landing Page Optimization, A/B Testing, SEO, Digital Advertising

Web Design: Wireframing, User Interface (UI) Design, User Experience (UX) Design, Responsive Design, Website Redesign

Data Visualization: Data Reporting, Google Analytics, A/B Testing Results, Data Storytelling

Project Management: Project Planning, Creative Process Management, Production Schedule Management, Vendor Management, Client Communication, Stakeholder Management, Resource Allocation

Software: Figma, Adobe Creative Suite (Illustrator, InDesign, Photoshop), Notion, Airtable, WordPress, Full story, Issuu, Mailchimp

Experience

Visual Designer

2021 - 2025

Jungle Scout - [Jungle Scout](#) is the leading all-in-one platform for ecommerce sellers on Amazon.

- Led design efforts for the Demand Generation channel, producing 40+ page data reports with custom layouts and data visualizations, along with supporting landing pages and promotional materials.
- Redesigned B2B SaaS marketing website, developing 8 unique pages and 27 custom product UI graphics to enhance product positioning and user engagement.
- Spearheaded the redesign of 3 core marketing templates, incorporating updated brand guidelines and UX best practices, which were subsequently used by 4+ marketing team members.
- Implemented user-centered design principles across all digital assets, resulting in improved user experience and a stronger brand image.
- Conceptualized and delivered 25+ visually compelling infographics for social media, simplifying complex ecommerce data and boosting user engagement.
- Launched Issuu as the platform for ebooks and promotional materials; this enabled design team to iterate reports 2x faster leveraging user engagement analytics.
- Streamlined and templated report download landing pages, reducing design time and eliminating dev involvement while driving an increase in downloads.
- Collaborated cross-functionally with internal stakeholders, developers, and marketing teams to align design strategy with business goals.

Graphic Designer & Brand Strategist

2016 - 2021

Rocket Pop Media - [Rocket Pop Media](#) is a boutique marketing agency serving both local and national clients.

- Managed the creative process from concept to completion for the largest client, overseeing project planning, design, production, and client communication, ensuring timely delivery and client satisfaction.
- Wireframed, designed, and prepared for development of a [website](#) for a local shopping center.
- Managed and updated the client's social media presence across Facebook, Twitter (X), and Instagram.
- Designed and executed marketing materials including brochure layouts, brand packages, email campaigns, social media graphics, and presentation decks in adherence with brand standards.

Education

Virginia Commonwealth University

B.S. Creative Advertising, Minor in Math, Magna Cum Laude