

## JILL VISIT

Creative director with both agency and in-house experience. Nationally recognized work with an emphasis on conceptual design and engaging, clear, creative messaging.

## EXPERIENCE

### Creative Director

Verb, Inc.

January 2019–Present

- Direct a complete rebrand of Verb, a SaaS platform specializing in personal and professional development.
- Establish a new, consistent brand look and feel that resonates with users, increases user engagement, differentiates Verb in the competitive landscape, and communicates the core principles of the company.

### Freelance Design and Branding Consultant

Jill Visit Design

February 2018–Present

Freelance graphic design, copywriting, creative direction, brand strategy consulting and in-house creative consulting.

### Owner & Inventor

Salad Sling

February 2018–Present

Inventor of the Salad Sling, the world's best greens-drying device. Oversaw product development from a sketch to final production, including product spec's, packaging design, marketing and distribution.

### Creative Director, Global Marketing

Whole Foods Market

March 2005–February 2018

- Oversee the conception and creation of brand creative assets across all channels for all stores across this \$15B/year business, with a focus on building a consistent, compelling, customer-focused brand voice and aesthetic.
- Manage a team of creatives, assign all projects and provide actionable feedback on all work.
- Present work to multiple stakeholders, including company leadership.
- Collaborate with teams across the world to build consistency and consensus in a decentralized company.
- Collaborate with business partners to create creative strategy built on solid data and deliver concepts that meet business objectives.
- Repeatedly earn positions of greater responsibility and authority, growing from an Art Director role to Creative Team Leader to Creative Director.

## EDUCATION

### The University of Texas at Austin

B.S., Advertising

*Completed the Texas Creative Sequence for Advertising Art Direction*

### Vanderbilt University

## AWARDS/HONORS

Speaker, 2009 HOW Design Conference: "Syncing Business and Design"

Work featured in Communication Arts Design Annual 2016, HOW Magazine In-HOWse Design Annual (2009, 2012, 2013), Print Magazine Regional Design Annual (2008, 2010) and Austin Addy Awards (2008, 2011). Shorty Award for Best Brand on Pinterest in 2014.