



# Jeanette Pe

Creative / Brand Leader

Strategic creative and brand leader with 10+ years of experience leading integrated design initiatives for global B2B technology organizations. Proven success building scalable brand systems, leading high-performing creative teams, and driving measurable business growth through digital marketing, campaign execution, and customer-focused design strategy.

## CONTACT

- (630) 392-3651
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- Chicago Suburbs, IL

## CORE EXPERTISE

- Creative Direction**  
Brand Systems  
Art Direction  
Campaign Design  
Visual Storytelling
- Digital & Experience**  
UI/UX Design  
Landing Pages  
Prototyping  
Web & Digital Design
- Marketing & Growth**  
Lead Generation  
Event Marketing  
Content Strategy  
Data-Driven Design
- Leadership & Operations**  
Team Leadership  
Project Management  
Process Optimization  
Cross-Functional Collaboration

## TOOLS & TECHNOLOGIES

- Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Adobe Express)
- Figma, Adobe XD, Webflow
- HTML, CSS
- Microsoft Office (Word, Excel, PowerPoint)
- Hive, Trello, Planner

## EDUCATION

### The Illinois Institute of Art

Bachelor of Fine Arts  
Schaumburg, IL

### Lehigh Valley College

Graphic Design Technology  
Center Valley, PA

<b>30%</b>	<b>2,000+</b>	<b>25+</b>	<b>95%</b>
<b>INCREASE IN LEAD GENERATION</b>	<b>DESIGN PROJECTS ANNUALLY</b>	<b>BRAND ASSETS DEVELOPED</b>	<b>STAKEHOLDER SATISFACTION</b>
through strategic design initiatives	delivered globally with quality & on-time	across five global platforms	through collaboration & execution

## EXPERIENCE

- Vistex | Hoffman Estates, IL** May 2018 - Present  
**Senior Manager, Graphic Design**
  - Lead and develop a high-performing creative team supporting global marketing, sales enablement, digital campaigns, and enterprise event initiatives across North America, EMEA, and APAC.
  - Direct development of brand systems, style guides, and visual standards to ensure consistency across all marketing touchpoints.
  - Partner with global marketing, product, and web teams to execute cohesive campaigns across, web, email, social, and events.
  - Partner with UX, web development, and marketing stakeholders to design conversion-focused landing page experiences that improved engagement and campaign performance.
  - Contribute to annual marketing planning and lead strategic creative initiatives aligned with corporate goals and growth objectives.
- Vistex | Hoffman Estates, IL** Jun 2016 - May 2018  
**Senior Graphic Designer**
  - Improved campaign engagement by 25% through innovative visual design across 50+ marketing events.
  - Designed infographics, brochure, eBooks, and high-fidelity mockups for web landing pages.
  - Managed projects using Hive Project Management ensuring tasks were completed within deadlines.
  - Coordinated with internal teams and stakeholders to obtain approval on designs and prepared final deliverables for vendors.
- MAT Holdings | Long Grove, IL** Jun 2015 - May 2016  
**Graphic Designer**
  - Designed marketing materials, including product packaging, sales collateral, and advertising for diverse product line for major retailers.
  - Increased project efficiency by 15% by coordinating production with five external vendors.
- Clover Technologies | Hoffman Estates, IL** Apr 2012 - Jan 2015  
**Graphic Designer**
  - Designed brand identity templates, logos, packaging, and marketing materials for major retailers.
  - Delivered high-quality print and digital designs, including trade show graphics, email campaigns and infographics.
- Glanbia Performance Nutrition | Downers Grove, IL** Jan 2007- Apr 2012  
**Graphic Designer**
  - Developed art for magazine and online advertising, collateral, 2,000 product labels and packaging for Optimum Nutrition (ON) products.
  - Increased brand consistency and scalability by 75% across 100+ marketing materials.

## SKILLS

- Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Adobe Express)
- Figma, Adobe XD, Webflow, UI/UX Design, Wireframes, Prototyping, HTML, CSS
- Branding, Lead Generation, Event Marketing, Social Media Marketing, Email Marketing
- Design Leadership, Project Management, Hive, Trello, Microsoft Office

## TRAINING / COURSES

- Visual Elements of User Interface Design  
CalArts