



JANET CREEKMORE

visual designer

513-607-5202
hello@janetcreekmore.com
linkedin.com/in/janetcreekmore
janetcreekmore.com

SKILLS

Visual Design
Design Systems
Brand Guidelines
Brainstorming
UX Design
Wireframing
Prototyping

Highly Organized
Conceptual Thinker
Agile and Adaptive
Collaborative with Teams
Defends Design Decisions

TOOLS

Figma and Sketch
Adobe Photoshop
Adobe Illustrator

GRANT AWARDS

GREAT MEADOWS FOUNDATION

Professional Development Grant
2017, 2022

KENTUCKY FOUNDATION FOR WOMEN

Artist Enrichment Grant
2019

ARTSWAVE

Catalyzing Impact Grant
2017, 2018

CENTER FOR GREAT NEIGHBORHOODS

Creative Community Grant
2017

PEOPLE'S LIBERTY

10K Project Grant
2015

Hands-on visual designer with expertise in creating content experiences, from brand and product to content marketing and everything in between. Champion for user-centered design who understands the connections between a product's functionality, its appearance to users and business goals.

EXPERIENCE

Sr Product Designer // Lowe's Companies

May 2022 - PRESENT, CHARLOTTE, NC

- Leads visual design, UI and IxD for Lowe's enterprise Competitive Intelligence product
- Builds wireframes, components, data visualization and high-fi prototypes within shared standards
- Collaborates at the product group level to solve complex problems with business goals in mind
- Manages visual and interactive creative assets working within the Lowe's design system
- Presents design decisions and progress to product team, business partners and stakeholders
- Provides coaching and guidance to more junior level team members

UX Visual Designer, Design System Lead // Unlimited Systems

FEB 2019 - FEB 2022, CINCINNATI, OH

- Collaborated in an Agile environment implementing a user-centered vision for C4C product
- Led the development and communication of the Design System for enterprise SaaS software
- Participated in UX processes including research, design, prototyping and user testing
- Designed assets such as icons, interactions, animations and other UI visual toolkits
- Managed internal brand design projects to ensure marketing aligned with visual guidelines

Co-Owner, Creative Director & Designer // Eye Candy

2003 - 2019, CINCINNATI, OH

- Created brand identity, print, web, digital and environmental media for diverse clients and industries
- Executed digital, print and retail marketing materials for mixed-use commercial lifestyle properties
- Designed CPG and shopper marketing materials for national brands and 300+ private label brands
- Directed photo and video assets to advance brand strategy, marketing and public services
- Managed client relationships ranging from startups to large corporations
- Led teams composed of designers, content creators, photographers and creative professionals

LEADERSHIP

Board Member // City of Covington Board of Architecture Review and Development

2019 - PRESENT, COVINGTON, KY

- Historic preservation, rehabilitation and regulation of buildings, sites, and development projects

Co-Founder & Director of Programming // POPP=D ART

2015 - 2021, CINCINNATI, OH

- Renovated a vintage caravan into a mobile gallery and project space for community engagement
- Directed 5 seasons of community engagement programming in the Greater Cincinnati Region

EDUCATION

Google UX Design // Professional Certificate

University of Pennsylvania // Executive Certificate, Arts and Cultural Strategy

Northern Kentucky University // BA, Graphic Design and Marketing