

Jennifer M. Ringler

Senior Graphic & Web Designer

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Portfolio: jmringler.com

Summary

Senior Graphic & Web Designer with 15+ years of experience spanning retail, higher education and entertainment. Blends data-informed design with bold visual storytelling, recently contributing to a 14% net YoY sales growth as a key member of the Sprouts Farmers Market marketing team. Adept at driving multi-channel campaigns, design systems and high-converting web experiences. Brings 6+ years of proven success leading end-to-end creative projects in fully remote environments.

Skills

- **Design & Strategy:** Art Direction & Creative Leadership, Brand Strategy & Governance, Multi-Channel Campaigns, Digital & Print Production, Social Media Advertising, Visual Storytelling
- **Web & UX/UI:** Responsive Web Design, Wireframing & Prototyping, Web CMS, ADA Web Accessibility (WCAG AA), Site Performance & Optimization
- **Tools & Technologies:** Adobe Creative Cloud, Figma, HTML/CSS, Content Management Systems (CMS)
- **Execution & Leadership:** End-to-End Asset Delivery, Stakeholder Management, Vendor Coordination, Cross-Functional Collaboration

Professional Experience

Senior Creative Design Specialist

Sprouts Farmers Market HQ | 2018 - Present

- **Drove E-Commerce & Web Engagement:** Designed and deployed responsive web layouts, wireframes and UI components across multiple digital touchpoints, supporting e-commerce strategy and contributing to a 14% net YoY sales growth in 2025.
- **Led Multi-Channel Campaigns:** Partnered with cross-functional marketing and site experience teams to execute high-converting promotional campaigns, brand assets and digital media across web channels.
- **Optimized Web Performance & UX:** Redesigned key landing pages to improve content layout and page load times, enhancing user usability and search engine scannability.

- **Ensured Web Standards & Accessibility:** Maintained AA site compliance with ADA web accessibility requirements (WCAG) and mobile-first design standards across all published assets.

Pro-Bono Graphic & Web Designer

Independent, Various Clients/Music & Live Events | *2012 - Present*

- **Executed Client Branding & Collateral:** Designed branding, promotional materials and event flyers for independent music artists and promoters.
- **Managed End-to-End Asset Delivery:** Partnered directly with clients to manage timelines and deliverables from concept to production.

Professional Technologist II

West Virginia University | *2010 - 2018*

- **Managed Large-Scale Web Ecosystems:** Built, launched and maintained a network of 14 college websites, delivering responsive UI/UX designs that directly supported university-wide recruitment and enrollment goals.
- **Enforced Brand Strategy & Governance:** Maintained and expanded university brand guidelines across all print, digital and web collateral, ensuring 100% visual and messaging consistency across departments.
- **Led End-to-End Creative Delivery:** Directed complete design lifecycles from initial stakeholder consultation and wireframing through final asset delivery for print, web and multi-channel marketing campaigns.
- **Ensured Technical Standards & Compliance:** Oversaw site-wide ADA web accessibility (WCAG) compliance and mobile optimization across all digital properties, mitigating legal risk and maximizing user usability.
- **Spearheaded Social & Digital Media:** Developed, launched and managed targeted digital presences to elevate institutional visibility and community engagement.
- **Vendor & Stakeholder Management:** Coordinated with external print and media vendors to ensure high-quality asset production, on-time delivery and budget alignment across multiple simultaneous projects.

Education

- **Master of Arts (M.A.) in Music Industry**
West Virginia University | Morgantown, WV
- **Bachelor of Science (B.S.) in Graphic Design**
West Liberty University | West Liberty, WV