

Jake McWhirter

www.jakemcwhirter.org | mcwhirter.jake4@gmail.com | (814) 308-3839

Multidisciplinary designer with 4+ years of experience across SaaS, e-commerce, and branding. Adept at bridging marketing and product through thoughtful design systems and compelling brand storytelling. Passionate about accessible design and team collaboration.

Skills

Adobe CC

- Photoshop
- Illustrator
- InDesign
- After Effects
- Premiere
- Lightroom
- XD
- Acrobat

Tools/Software

- Figma
- Sketch
- InVision
- Wordpress
- Elementor
- HubSpot
- Visual Studio Code
- Wistia
- LottieFiles
- Word
- Excel
- PowerPoint
- Canva
- Chat GPT
- Monday
- Klaviyo

Design Skills

- UX/UI
- Wireframing
- Prototyping
- Interaction Design
- Responsive Design
- Human-Centered Design
- Visual Systems
- Accessibility
- Motion Design
- Typography
- Color Theory
- Illustration

Technical Skills

- HTML
- HTML Canvas
- CSS
- JavaScript
- Page Redirection
- Web/SEO
- Email Marketing
- CRM Tools

Soft Skills

- Team Collaboration
- Communication
- Feedback-Oriented
- Organized
- Attention to Detail
- Emotional Intelligence
- Agile Approach
- Copywriting
- Problem Solving
- Critical Thinking
- Creativity
- Analysis
- Project Management
- Presentation Skills
- Data-Driven
- Adaptability

Experience

Digital Designer II

OnBoard (2024–Present)

- Worked closely on brand ecosystems, strategy, and direction for OnBoard, eScribe, and Govenda
- Led 2 full web redesigns, improving the average session duration by 20% and facilitated a successful hosting migration
- Owned and implemented a scalable system for video and motion design, increasing brand impact across product and marketing campaigns

Digital Designer

Govenda (2022–2024)

- Owned and evolved branding for a high-growth B2B SaaS company
- Partnered with VP of Product to concept and prototype new AI-powered features, contributing to user task efficiency
- Designed cross-platform collateral (web, email, motion, print), improving marketing asset turnaround by 30%

Graphic Designer

Abbott NYC (2022)

- Directed digital marketing design, boosting engagement through strategic email/SMS campaigns
- Played a key role in Abbott's 2022 Sephora launch prep through creative direction and influencer alignment

Graphic Designer

Café Lemont (2021–2022)

- Championed brand direction, building community presence through social media campaigns
- Built accessible brand systems, strengthening brand alignment through multimedia collateral (menu, packaging, swag)

Freelance Designer

(2018–2023)

- Oversaw extensive contract design work across multiple disciplines (web, UX/UI, branding, marketing, editorial, production)
- Brought about visibility, accessibility, and structured design systems to clients ranging from high-fashion to education and healthcare
- Notable clients include: Office Magazine, Boal City Brewery, Hope ABA, and Guardianes De La Naturaleza

Education

Savannah College of Art and Design

B.F.A. in Graphic Design | Minor in Advertising & Branding

GPA: 3.8

Honors: Magna Cum Laude