

Jeremiah Bird

Creative Director / Designer / Digital Marketing Hybrid

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Over a decade of experience designing and directing creative across all mediums in both agency and in-house settings, combined with a metrics-driven approach and management-level expertise in implementing and integrating digital marketing technologies. Supporting skillsets in front-end web development and video production. <https://jeremiahbird.com>

Authorized to work in the US for any employer

Work Experience

UX/UI Designer

Interactive Brokers - New York, NY

September 2022 to 2023

Worked as a high level individual contributor focused primarily on the refinement and implementation of a new design system, as well as solving for the responsive display and interactions of complex trading interfaces across web, mobile, and desktop product variants.

Digital Designer

Beyond Identity - New York, NY

August 2021 to August 2022

Spearheaded marketing design, leading brand, visual, and experience improvements to the company's digital marketing touchpoints. Executed the full gamut of marketing design deliverables while mentoring a junior visual designer. Additionally supported Product Design by designing and building interactive product demos for mobile and desktop.

Creative Director

SecurityScorecard - New York, NY

September 2016 to April 2020

Led the rebranding of this Sequoia and Google Ventures backed cybersecurity startup, working cross-departmentally to implement the new brand. Supported the Revenue teams with ancillary marketing skill sets, while optimizing inbound marketing conversions and up-leveling the quality of content produced across mediums, from digital, to print, video, environmental, and product design.

Marketing Technology Manager

Reward Gateway - New York, NY

December 2013 to December 2015

Responsible for the design, development, integration, administration, and analytics of the company's global marketing web properties. Worked with a close-knit team to implement an inbound and content marketing strategy resulting in the doubling of inbound leads and inbound sales revenue year over year, while contributing heavily to the company's £140m valuation and buyout in 2015.

Lead Designer & Producer

enter:marketing - New York, NY

December 2010 to December 2013

Ran a small design team at this boutique multidisciplinary marketing agency typically servicing the tech industry. Specialized in architecting new digital products and web platforms, including video streams, analytics dashboards, and gamification platforms.

Education

BFA in Graphic Design

Pratt Institute - Brooklyn, NY

2006 to 2010

Skills

- Graphic Design (10+ years)
- Web Design (10+ years)
- Web Development (7 years)
- Marketing Automation (4 years)
- Digital Marketing (4 years)
- Video Production (4 years)
- Analytics
- Adobe Creative Suite
- Adobe InDesign
- WordPress
- Typography
- Branding
- Adobe Photoshop
- Adobe Illustrator
- Photography
- HTML5
- Email Marketing
- Layout Design
- Adobe Premiere
- Search Engine Optimization (SEO)
- Video Editing (5 years)
- Adobe Creative Suite
- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign

- Adobe XD
- Graphic design
- HTML5
- Responsive web design
- Web design
- Visual design
- UI
- UX
- CSS
- Digital design
- Typography

Links

<http://jeremiahbird.com>