

FREDY JACKSON S

Senior Visual & Brand Designer | Brand Systems, Web Design & AI-Native Creative

jackson.fredy@gmail.com | 437-430-1993 | Toronto, ON | [LinkedIn](#) | [Design Portfolio](#)

PROFESSIONAL SUMMARY

Visual & Brand Designer with 7+ years across agency and in-house teams, building brand systems, campaign creative, and website design for B2B and consumer-facing companies in Canada and internationally. At Notified, I lead brand identity work with Marketing and Product, own UI design for Investor Relations and corporate client websites end-to-end — wireframes through developer handover — and I'm embedding the company's brand system into Claude Design as an AI-native workflow, so Marketing and Sales can produce on-brand work independently. Awarded Silver at Cannes Lions 2023 for a campaign that blended strategy and creativity to deliver measurable results. Comfortable owning brand and creative work end-to-end, from concept to polished, dev-ready execution.

- **Brand systems:** Build and evolve visual language — typography, color, illustration, photography direction — into scalable systems used across Marketing, Product, and leadership.
- **Website & UI design:** Own web design end-to-end — wireframes, components, high-fidelity mockups, stakeholder presentations, and clean developer handover through launch.
- **Brand rollout & governance:** Partner with leadership to plan and land brand changes company-wide, replacing fragmented, product-specific visuals with one consistent identity.
- **AI-native workflows:** Use AI tools day-to-day for image generation and early concepting, and am building the brand system into Claude Design so non-designers can self-serve on-brand assets.

SKILLS

- **Brand & Visual Design:** Illustration, Typography, Color, Photography Direction, Brand Guidelines & Systems
- **Web & UI Design:** Wireframing, High-Fidelity Mockups, Component Design, Responsive Design, Developer Handover
- **Tools:** Figma (component libraries, design systems), Sketch, GitHub, Claude Design, Adobe Creative Suite (Illustrator, Photoshop, InDesign, Premiere Pro, After Effects)
- **AI-Native Design:** AI-assisted image generation and concepting; building AI-native workflows and Skills for cross-team self-service
- **Front-End Fundamentals:** HTML, CSS, JavaScript (basic)

PROFESSIONAL EXPERIENCE

Visual & Brand Designer

June 2024 – Present

EQ-Notified | Toronto, ON

- Lead brand identity work with Marketing and Product — shaping illustration, photography, typography, and color into a visual language that shows up consistently company-wide.
- Own UI design for Investor Relations and corporate client websites with the IR team's project managers — wireframes, components, and high-fidelity mockups, presented directly to clients and carried through developer handover and launch.
- Contribute reusable Figma components used by other designers for day-to-day brand and web work.
- Partner with leadership to plan brand rollout across the company, replacing a patchwork of product-specific visuals with one consistent identity.
- Use AI tools, including image generation, day-to-day to speed up early concepting.
- Building Notified's brand design system into Claude Design — Skills and reusable templates so Marketing and Sales produce on-brand materials independently, without waiting on a designer for every request.
- Operate day-to-day across Marketing, Communications, Product, and leadership at a global B2B company — a relationship built over 2+ years of consistent delivery.

Visual Designer

August 2023 – May 2024

Centennial College | Toronto, ON

- Collaborated with cross-functional teams to create and rebrand marketing materials for print and digital campaigns, driving a significant increase in brand recognition and engagement.
- Developed a visual branding identity for COLTS (Athletics & Recreation Team), ensuring consistency across platforms.
- Designed print and digital assets that contributed to a 30% surge in viewership and a 45% boost in fan engagement.

- Executed campaign assets — social graphics, brochures, and website landing pages — yielding a 30% upswing in social engagement and doubling social followers.

Product & Visual Designer (Co-op)

September 2023 – December 2023

HealthEase Innovations Inc. | Manitoba, CA

- Developed a comprehensive design system by auditing the product and incorporating user feedback, improving usability and increasing developer workflow efficiency by 50%.
- Enhanced the UX and visual consistency of the Operation Assistant product and website within a 2-month timeframe, supporting the company's Series A funding preparation.
- Designed and maintained website assets, creating web graphics that improved online engagement.

Designer II

July 2022 – January 2023

Cleartrip-Walmart Group | India

- Developed and maintained cohesive visual brand identities, ensuring consistency across all materials.
- Led collaboration with brand marketing, product teams, agencies, and content designers to strategize and design marketing materials, resulting in a 40% increase in brand recognition and a 50% boost in click-through rates.
- Partnered with cross-functional teams on marketing strategy and design assets, driving a 40% increase in app downloads and a 60% increase in conversion rates — generating \$12M in annual revenue.

Designer I

November 2021 – July 2022

Cleartrip-Walmart Group | India

- Designed high-fidelity web and mobile app mockups that served as the design blueprint for development teams.
- Worked with product managers, business stakeholders, and developers to translate requirements and creative briefs into clear UI solutions.
- Helped build layout systems, visual hierarchy, and standardized interface components to improve usability and consistency.
- Promoted to Designer II within 8 months in recognition of performance and contribution to digital design initiatives.

Associate Creative Director

October 2020 – November 2021

Topically Advertising | India

- Led 360/digital campaigns from ideation to execution, including branding, corporate identities, and brand books for numerous MNC clients.
- Mentored and managed junior and intermediate graphic designers, providing feedback and supporting onboarding of new hires.
- Won new client business through creative pitching, contributing to a 50% increase in company valuation within 6 months.

Art Director

June 2018 – September 2020

MullenLowe Global | India

- Collaborated with creative teams to conceptualize and execute marketing campaigns for renowned clients, optimizing messaging and driving brand revenue growth.
- Developed strategic partnerships with internal and external teams, vendors, and clients to launch print and digital campaigns grounded in consumer insights and market trends.
- Translated creative objectives into strategic execution, consistently surpassing client expectations and targets.

EDUCATION

Post-Graduate Certificate, Interactive Design Management

2023 – 2024

Centennial College | Toronto, ON

- Focus on UX Design Strategy, Interactive Design, and User Experience Design. Dean's List recognition.

Bachelor of Science, Visual Communication

2015 – 2018

University of Madras | India

AWARDS

- **Gold Award** — Indian Content Marketing Awards 2022, for the campaign “Put Her on the Map”
- **Silver Award** — The Cannes Lions Awards 2023, Top Media Campaign: Cleartrip Big Billion Days