

Jake Rochford

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Summary

Accomplished Senior Brand Designer with 6+ years of experience as an expert individual contributor and collaborator in the end-to-end design process, in-person and remote, on teams ranging in size from one person to thirteen.

Experience

Senior Brand Designer, Stack Overflow

02/2022 — PRESENT

- Directed launch creative for OverflowAI, including executive presentations, design system updates, and product animations, positioning Stack Overflow's AI solution for a new era and generating strong enthusiasm, including hundreds of MQLs.
- Led creative direction, including illustrations, animations, and UX, for Stack Overflow's Industry Guide to AI, a comprehensive microsite on navigating AI in your business, becoming Stack Overflow's most-converting marketing content of 2024.
- Initiated an animated overview video approach to monthly product releases for Stack Overflow for Teams, creating customer enthusiasm, trust in our brand, and a wider mid-funnel audience for new product features.
- Refreshed product marketing website for Stack Overflow for Teams and Stack Overflow Advertising, creating animations, brand elements, illustrations, and digital UX to double conversion rates and help drive millions in pipeline.
- Produce branded content and illustrations across ads, events, and marketing campaigns, bringing Stack Overflow's total organic social audience to 2.28 million followers across all channels.

Associate Designer, Getty Images

09/2021-02/2022

- Refreshed video, motion, landing pages, and marketing collateral for global stock and editorial asset agency.

Graphic Designer, Tulip Interfaces

10/2020-09/2021

- Scaled Series-A manufacturing startup brand into an organized, mature brand system with a clear identity, cementing Tulip's position in its industry, helping to reach Series C funding and thousands of new customers.
- Rebuilt the Tulip brand from the ground up as a team of one, collaborating with an external agency to launch a modern web and mobile experience with an online Tulip-app library. Collaborated on new illustration and icon systems with freelancers.
- Individually developed refreshed brand guidelines, motion graphic and video library, and presentation template and slide library.
- Oversaw digital asset management (DAM) system and pioneered Tulip's design system documentation approach in Jira, bringing disparate sources-of-truth together into a single, organized, comprehensive source.
- Designed an automated marketing collateral system using Figma's variant feature for self-serve brand-adherent assets.

Brand Designer, Pegasystems

09/2019-09/2020

- Co-led Pegasystems's horizontal rebrand campaign, for which my team received a 2020 MUSE Award in corporate branding.

Education

Tufts University, Boston, Massachusetts

- Bachelors in **Graphic Design**, 2019
- Bachelors in **Anthropology**, 2019

Skills

DESIGN & VISUAL SKILLS

Core Design: Graphic design, UX/UI design, brand design systems, principles in layout, color, typography, and iconography

Creative & Motion: Motion design, animation, video production, storyboarding, illustration, photo editing, photo retouching

TOOLS & SOFTWARE

Design Tools: Figma, Adobe Creative Suite, After Effects, Overlord, Flow, Illustrator, Photoshop, InDesign, Screen Studio

Development & Coding: HTML, CSS

Project & Collaboration: Google Slides, Monday, Notion, Slack, Jira, Github

PROJECT & PROCESS MANAGEMENT

Projects & Leadership: Project ownership, cross-functional collaboration, systems thinking, stakeholder engagement

Methodologies: Agile, remote work, design systems documentation