

Jake Rochford

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Profile

Brand Designer, Motion Designer, Distance Runner, Dog Dad.

Experience

SENIOR BRAND DESIGNER, STACK OVERFLOW — 02/2022-PRESENT

Launched brand and strategy, including logos, brand guidelines, and animation/motion, for OverflowAI, Stack Overflow's AI solution, generating tens of thousands of newsletter sign-ups in hour one of launch. Refreshed product marketing website for Stack Overflow for Teams and Stack Overflow Advertising, Stack's Enterprise and Ads solutions, respectively — created site-wide animations, brand, and digital UX, doubling conversion rate and creating millions in MQL pipeline. Managing communications with freelance designers and cross-functional teams for brand initiatives. Producing brand guidelines and components for product and brand systems, as well as static, motion, and video content for communications, ads, events, sales, and marketing campaigns, growing total 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 premier global stock and editorial asset agency.

GRAPHIC DESIGNER, TULIP INTERFACES — 10/2020-09/2021

Brand lead at an agile, global manufacturing startup. Rebuilt the Tulip brand from the ground-up as a team of one with minimal oversight. Launched modern, minimalist new web and mobile experience with external agency, new illustration and icon system with freelance illustrators, individually produced new brand guidelines, motion graphics, video content, presentation template, marketing collateral system, illustrations, animations, product interfaces, and more. Grew Series-A-startup brand into organized, mature system with clear identity and cemented position in industry vertical, helping grow Tulip's customer base by thousands and funding by millions.

BRAND DESIGNER, PEGASYSTEMS — 09/2019-09/2020

Co-led refresh of Pega's global brand and marketing strategy with a team of designers and copywriters, for which my team received a 2020 MUSE Award in corporate branding.

MARKETING INTERN, MUSEUM OF FINE ARTS, BOSTON — 05/2019-08/2019

Directed brand refresh and SEO optimization for premium art-print service, boosting sales 160% in launch quarter.

Education

Tufts University, Boston, Massachusetts — Bachelors in Graphic Design, 2019

Tufts University, Boston, Massachusetts — Bachelors in Anthropology, 2019

Skills

Motion design, animation, graphic design, visual design, typography, color, layout, illustration, creative ideation, digital UX, video production, photo editing, photo manipulation, composition, product interface design, iconography, brand design systems, branding, presentation design, google slides, project leadership, landing page design, remote work, agile, CMS management, Figma, Adobe After Effects, Overlord, Flow, Lottie Files, Cinema 4D, Illustrator, Photoshop, InDesign, HTML, CSS, Slack, Jira