

JESSICA KARP

SENIOR WEB & DIGITAL DESIGNER

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PROFILE / Senior web and digital designer with 20+ years of experience designing, building, and optimizing high-performing websites and digital experiences. Deep background in WordPress-based builds, front end execution (HTML/CSS), SEO-conscious design, and conversion-focused layouts. Known for operating independently, shipping fast, and bridging the gap between design, development, and real-world business needs.

CORE SKILLS /

- Web & Digital Design
- Video Production & Editing
- Brand Identity & Visual Systems
- Website Design & Front End Execution
- SEO-Conscious Design
- Paid Digital Campaigns (Google Ads & Meta)
- Ecommerce UX & Conversion Optimization
- Email & Social Campaigns
- Presentation & Pitch Materials
- Art Direction
- Vendor & Production Coordination

EDUCATION / Bachelor of Arts, Digital Media, University of Central Florida

TOOLS + TECHNOLOGY /

Design: Adobe Creative Suite (Photoshop, Illustrator, InDesign, Acrobat)

Web & CMS: WordPress, Drupal, WooCommerce

Development: HTML5, CSS

Office & Presentation: Microsoft Word, Excel, PowerPoint, Keynote

PROFESSIONAL EXPERIENCE /

Imprinted Prints | Founder & Lead Digital Designer | 2021-Present

- Founded and operated a high-volume ecommerce shop, owning the full digital lifecycle from UX and visual design to SEO optimization and conversion
- Designed and maintained the storefront, branding system, and product presentation across hundreds of SKUs
- Wrote SEO-optimized product listings with strategic keyword targeting to improve search visibility and sales
- Planned, launched, and managed Google Ads and Meta campaigns to support product launches and seasonal promotions
- Managed analytics, A/B-tested presentation approaches, and iterated designs based on performance
- Handled all customer communication, issue resolution, and fulfillment workflows
- Operated as a one-person digital team under constant deadlines and production constraints

Creative Communications Consultants | Senior Digital Designer | 2013–Present

- Lead web and digital design for agency clients across food, hospitality, and corporate sectors
- Designed and produced digital assets, websites, and campaign materials for national brands including SeaPak, Farm Rich, Ted's Montana Grill, and Carvel
- Created high-impact sizzle reels, conference visuals, and promotional media for large scale brand events
- Collaborated with strategy and marketing teams to translate campaign goals into effective digital executions
- Delivered production-ready assets under tight timelines while managing multiple concurrent projects

OMP Racing | Manager of Motorsports | 2018

- Managed motorsports safety gear sales and team relationships
- Designed custom racing gear and oversaw production timelines
- Developed new business relationships and supported social marketing

Health & Beauty Boutique | Digital Designer & Marketing Lead | 2013–Present

- Website redesign and ongoing optimization
- SEO strategy, AdWords campaigns, email and social marketing
- Designed all print and promotional collateral

Curry Davis Consulting Group | Senior Digital & Graphic Designer | 2015–Present

- Led web, branding, and digital campaign design for consulting and nonprofit clients
- Designed and executed a multi-channel campaign for United Way, including digital, print, and presentation assets
- Developed branding systems, websites, marketing collateral, newsletters, and email campaigns
- Partnered closely with stakeholders to translate messaging into clear, effective visual communication

Georgia Natural Resources Foundation | Graphic & Web Designer | 2013–2018

- Led website redesign and branding updates
- Designed annual reports and print collateral