



Jedidiah Gardner

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Digital Experience Designer

Marketing

Summary

I'm a flexible and adaptable designer who believes that every day brings a new opportunity to learn and grow. My approach varies depending on the project, team, and the challenges we face, but one thing remains constant: the user always comes first. I'm passionate about collaboration, brainstorming, and letting the best ideas rise to the top, setting aside ego along the way. Outside of work, you'll find me hiking, exploring the outdoors, foraging for food, and learning new techniques for subsistence. I love how these activities remind me of the importance of balance and resourcefulness, both in design and in life.

Experience

Senior designer

E(A+S) | Seattle, WA

2021 to present

- Designed and optimized digital marketing and commerce experiences that enhanced user engagement and conversion
- Developed wireframes, journey maps, visual designs, and prototypes to streamline user flows across web and mobile
- Utilized quantitative and qualitative data to iterate on design solutions, improving user experience and business performance
- Collaborated with product managers, engineers, and cross-functional teams to align design strategy with business objectives
- Contributed to the development and maintenance of design systems to ensure consistency across digital touchpoints
- Implemented accessibility best practices (WCAG) to create inclusive and compliant experiences for all users

Contract designer

Crosscut Studio | Remote

2020 to present

- Created brand identity systems and digital experiences that reinforced brand trust and customer engagement
- Designed packaging, marketing materials, and web assets, ensuring alignment with brand strategy
- Developed and executed email marketing campaigns, leveraging CMS and marketing automation tools for optimization
- Managed multiple projects while maintaining seamless collaboration with stakeholders to drive strategic design decisions

Creative director

VDB Compass | Bellevue, WA

2008 to 2020

- Created brand identity systems and digital experiences that reinforced brand trust and customer engagement
- Designed packaging, marketing materials, and web assets, ensuring alignment with brand strategy
- Developed and executed email marketing campaigns, leveraging CMS and marketing automation tools for optimization
- Managed multiple projects while maintaining seamless collaboration with stakeholders to drive strategic design decisions

Education

BFA Graphic Design – SUNY Oswego, NY

Professional Certifications

Google UX Design,

Google Project Management

Scrum Master

Tools and skills

Creating effective digital experiences requires a blend of technical expertise, user-centered design, and seamless collaboration. The following tools and skills enable the development of intuitive, data-driven designs that enhance user engagement, streamline workflows, and support business objectives.

Design and prototyping

Figma

Sketch

Adobe XD

Photoshop

Illustrator

InDesign

UX and Web

Wireframing

Journey mapping

Design systems

Responsive, accessible design (WCAG)

Collaboration and experimentation

Cross-functional teamwork

A/B testing

Data-driven design

Agile methodology

Marketing and CMS

CMS-driven websites

Conversion optimization

Email marketing

Celtra

Canva