



Jessica Sander
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EDUCATION
Pratt Institute
MS Communication Design, Graduated with Honors, GPA 3.9
Minneapolis College Of Art And Design
BFA Illustration, GPA 3.7

CREATIVE DIRECTOR • ART DIRECTOR • MOTION DESIGNER

Dynamic Leader with 15 Years of Expertise in Art Direction, Experience Design and Innovative Story Telling

Highly versatile and experienced Art Director offering expertise in motion and graphic design, creative problem-solving, and brand experience. A proven track record of driving collaboration and communication across teams and finding innovative ways to tell a brand story.

CORE COMPETENCIES

Motion Graphics • Graphic Design • Brand Design • Video Editing & Post-Production • Illustration • Product Design • Experience Design
Creative Problem-Solving • Cross-Platform Design • Collaboration & Communication • Project Management • Innovation & Adaptability • Leadership

EXPERIENCE

Senior Front End Web Designer/Art Director, Meta (Contract Via Ursus), Remote • Apr. – Oct. 2025

Oversaw the design, preparation, and creation of web projects using a variety of new media, techniques and tools. Involved in UX, wireframing, visual and motion design while maintaining a brand design system. Notable projects include Meta Connect and Meta for Business.

- Delivered high-impact visual design for responsive, mobile-first websites and digital platforms.
- Created wireframes, prototypes, and high-fidelity mock-ups to communicate design concepts.
- Built and maintained cohesive visual design systems for scalable, consistent UI delivery.
- Collaborated with cross-functional teams to align visual branding, voice, and tone.
- Partnered closely with developers and engineers to ensure smooth hand-off and implementation.
- Acted as a proactive, self-motivated designer with a strong ability to drive projects independently.
- Researched emerging design trends to inform and elevate digital experiences.
- Ensured top-quality production with attention to detail and brand alignment.
- Applied motion design to enhance storytelling and interaction.

Art Director, Motion Design, The New York Times, New York, NY • Mar. 2016 – Dec. 2024

Responsible for art directing motion graphics across the video, design, product and marketing teams within New York Times Advertising. Notable projects include a new suite of advertising products, creative directing events across the advertising department and newsroom, and designing and implementing a new brand design system for New York Times Advertising.

- Conceptualized and produced high-impact marketing videos aligned with brand messaging, leveraging motion graphics and design expertise.
- Expanded video capabilities across marketing, product design, sizzle reels, and event content, enhancing visual storytelling.
- Creative directed major events, overseeing identity design and cohesive media execution. This included NewFronts, Dealbook, and New Rules.
- Collaborated cross-functionally with marketing, product, advertising, and newsroom teams to deliver strategic creative solutions.
- Introduced motion design and video to advertising offerings, driving innovation and audience engagement.
- Art directed internal and client-facing photo/video projects from pitch to on-set shoots to ensure they were visually compelling and brand-aligned.
- Managed complex, multimedia projects from concept to delivery with precision and consistency.
- Designed brand marketing campaigns and events, boosting brand visibility and engagement.
- Presented creative work to stakeholders and clients, incorporating feedback to refine and align deliverables.
- Mentored team members in motion design, brand design, and interactive design, fostering a collaborative, growth-oriented environment.
- Thrived under pressure, meeting tight deadlines and juggling multiple priorities independently.

Senior Multimedia Designer, Wired Magazine, New York, NY • June 2012 – Mar. 2016

Responsible for all marketing and advertising projects in need of motion design from concept to completion, including advertorials, paid posts, sizzle reels and event collateral. Also responsible for a variety of print, interactive, and experience design.

- Led end-to-end motion design projects, including advertorials, sizzle reels, and event collateral.
- Designed diverse marketing assets across print, digital, and experiential formats.
- Developed innovative visual solutions to enhance brand storytelling and campaign impact.
- Managed multiple projects simultaneously, delivering high-quality work on deadline.
- Created engaging event materials to boost brand visibility and audience engagement.
- Collaborated with cross-functional teams to align creative with strategic goals.
- Maintained design excellence across motion, print, and digital, ensuring brand consistency.



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OTHER RELEVANT EXPERIENCE

Creative Director, Elecor Properties, New York, NY • March 2026 – Present

Brought in as a freelancer to direct the rebrand of this real estate firm.

- Directed the rebrand from Paramount Group to Elecor Properties
- Developed brand guidelines and created a variety of applications for the new branding.
- Expanded the branding to systems to be applied to digital marketing, out-of-home, marketing communications, print, and more.
- Tasked with creating a motion system for the rebrand, a new consideration for this company.

Motion Designer, Popular Science, New York, NY • Jan – Feb 2026

Crafted two social first videos for Popular Science in partnership with WD-40.

Motion Designer, Multiply, New York, NY • Nov – Dec 2025

Created social-first videos and advertisements for clients in the beverage/food industry. Stand-out projects include a billboard takeover of Penn Station for Espolon Tequila, a brand launch pitch for Sarti and social-first advertisements for HiChew.

Motion Designer, T. Restuccia Events, New York, NY • Feb – April 2025

Created a video celebrating the 30 year anniversary of the Sohn Investment Conference and another highlighting the international Sohn Conferences.

Packaging Design Intern, Nickelodeon, New York, NY • June – Aug 2011

Designed packaging for a variety of products with licensed Nickelodeon characters.

SKILL SET

DIGITAL

Aftereffects
Cinema 4d
Premiere Pro
Audition
Final Cut Pro
Indesign
Photoshop
Illustrator
Lottie
Figma
Webflow
Lightroom
Sketch
Html/Css

HAND SKILLS

Book Binding
Print Collateral
Watercolor
Acrylic
Scratch Board
Pen & Ink
Oil
Printmaking
Screen Printing

AWARDS & HONORS

- 2023** Digiday Best Editorial Video Series for Birkenstock, "Ugly for a Reason"
- 2023** Muse Platinum Winner for Birkenstock, "Ugly for a Reason"
- 2023** Best Brand and Media Partnership at the World Media Awards for Birkenstock, "Ugly for a Reason"
- 2023** Webby Honoree for Branded Podcast Of The Year, "American Express: The Next Chapter"
- 2023** The Drum Award for Best Content in Video & Film.
- 2022** Signal Awards Bronze winner for Accenture's Built for Change Podcast
- 2021** The New York Times Publisher's Award for "Black History, Continued."
- 2021** Adweek's "Best Thought Leadership Podcast" for Accenture's Built for Change podcast.
- 2020** Three Advertising Awards, The New York Times
- 2019** Shortlisted for Cannes Lion for GE's Audio Stories
- 2016** Speaker at the Global Video Media Forum in China