

JESSICA LEVERETT

SENIOR PRODUCT DESIGNER + EMAIL MARKETER

Designing conversion-focused digital experiences across web, product, and email.

 Montana

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ABOUT

I'm a Senior Product Designer with **9+ years of experience spanning UX, UI, web design, front-end development, and marketing**. I specialize in designing conversion-focused websites, landing pages, and email campaigns, working across tools like Figma, WordPress, HubSpot, and GoHighLevel.

My background in product and UX allows me to approach email marketing strategically, focusing on clarity, user intent, and measurable outcomes. I collaborate closely with marketing teams to support lifecycle campaigns, promotions, and CRO initiatives that drive engagement and growth.

TOOLKIT



WORK EXPERIENCE

CREATIVE2 — LEAD PRODUCT DESIGNER

Fredericksburg, Virginia | Jan 2021 – Current

Lead product designer responsible for defining and scaling platform-level UX systems for a national digital platform. Owned end-to-end design strategy with a strong emphasis on accessibility, localization, and design consistency across products.

FOCAL SHIFT MEDIA - LEAD PRODUCT DESIGNER

New Mexico, Remote | 2023 – Current

Lead designer overseeing web design, UX strategy, and conversion-focused marketing experiences for client brands. Responsible for aligning design, SEO, and paid marketing initiatives to drive measurable business outcomes.

NIMBUS RX - HEAD OF DESIGN

Colorado, Remote | 2024 – Current

As Senior Product Designer at Nimbus, I lead the UX/UI design for telehealth platforms, weight loss programs, and clinic/spa solutions. Delivered intuitive, conversion-focused interfaces that enhanced patient engagement and streamlined provider workflows.

MY FUNDING PRO - WEB DEVELOPMENT & MARKETING

Remote | 2022 – Current

Led web development and marketing funnel execution to support lead generation, credit education, and funding acquisition for small business owners.

UPWORK & CONTRACTING — UX, WEB DESIGN & MARKETING

Remote | 2018 – Current

Freelanced with clients across a wide range of industries and regions worldwide via Upwork and direct contracts. Successfully managed and delivered multiple UX/web projects independently, balancing varying timelines, personalities, and time zones. Projects included UX design, responsive WordPress development, brand identity work, graphic design and marketing

SOUTHERN SECURITY — UX & WEB DESIGNER

WWW.SOUTHERNALARMSANDCAMERAS.COM

South Florida 2017 – Current

Designed, developed, and maintained the company website over several years. Supported the marketing team with digital and print collateral including brochures, flyers, and other campaign assets. Ensured cohesive visual design across both web and traditional media.

EDUCATION

INBOUND EMAIL MARKETING

Hubspot course

[VIEW CERTIFICATION](#)

SHERIDAN TECHNICAL COLLEGE

Web Development Certification

2016 Graduate

GOOGLE UX COURSE

7 Courses specializing in UX Design

[VIEW CERTIFICATION](#)

BROWARD COMMUNITY COLLEGE

General Courses

Aug 2006 – May 2015



REFERENCES

UPWORK REVIEWS

Read some real reviews below

[View Reviews](#)

DEAN MARTIN

CEO of Southern Security

(786)-287-3326

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