

JASMINE FRANK

SENIOR DIGITAL DESIGNER
DIGITAL CREATIVE + EXPERIENCE

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LOCATION Syracuse, New York
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EDUCATION

UMASS AMHERST 2020
Amherst, MA - BFA in Computer Animation
Minors: Art History + Information Technology
GPA: 3.782 / 4.0

SOFTWARE + PLATFORMS

Figma	Premiere Pro	Bloomreach
Photoshop	PowerPoint	Scene7 / DAM
Illustrator	Jira	SharePoint
InDesign	Miro	Bannerflow
After Effects	Monday.com	Sketch

AI + TECHNICAL

HTML	ChatGPT	Claude
CMS authoring	AI-assisted workflows	

CORE EXPERTISE

Digital experience design
Responsive page architecture
Content hierarchy + merchandising
CMS implementation + governance
Visual QA + component testing
Design systems + templates
Creative operations + release workflows
Workflow automation
Motion graphics + video
Cross-functional collaboration
Stakeholder communication
Public speaking + presentation

WORK

Senior Digital Designer

Nov 2024 - Present

BJ's Wholesale Club • Marlborough, MA

Leads digital creative and e-commerce experience execution across bjs.com and app, from campaign translation and page design through implementation, QA, and release.

- Translates print, brand, and campaign direction into responsive site and app experiences, adapting hierarchy, composition, and asset families to each placement and page context.
- Owned FY26 Holiday digital creative execution from brief clarification through QA and release, delivering 100+ assets across desktop web, mobile web, and app for a campaign that generated \$90.6M in digital demand (+24% YoY).
- Partners with Visual Experience, development, and engineering on implementation-ready creative, Bloomreach CMS improvements, component testing, and visual QA - surfacing responsive issues, bugs, and enhancements before launch.
- Builds reusable Figma templates, component guidance, creative tiering, production and release standards, and automation that reduce one-off work and improve consistency at scale.

Digital Designer

Dec 2021 - Nov 2024

BJ's Wholesale Club • Marlborough, MA

Designed and executed responsive creative across the website and app, spanning promotional campaigns, product showcases, and informational content.

- Led the team transition to Bloomreach CMS, conducting quality assurance, supporting efficient content creation, and helping ensure accurate rendering of website content.
- Implemented standardized templates for vendor-submitted content, improving brand consistency and streamlining content integration.

Associate Graphic Designer

Mar 2021 - Dec 2021

BJ's Wholesale Club • Marlborough, MA

Supported responsive site, app, social media, and digital marketing creative across promotional and informational experiences.

- Increased user interaction with display ads to 7% from 0.3% and eliminated a backlog of 1,300+ article requests.
- Consistently delivered work that met both aesthetic and functional requirements across digital channels.

Photoshop Expert

Aug 2020 - Mar 2021

BJ's Wholesale Club • Marlborough, MA

Managed vendor-submitted product imagery, enforcing naming, style, and technical standards while preparing clean, design-ready assets for bjs.com.

Digital Asset Manager

Aug 2019 - Aug 2020

Cassidy Elizabeth Photography • Amherst, MA

Edited and optimized e-commerce product photography, processing 60-120 images per week while improving production efficiency.

Graphic Design and Web Intern

Summer 2019

The Hanover Theatre • Worcester, MA

Designed digital and print marketing materials and developed reusable templates and style guides for seasonal programming.

3D Artist

May 2019 - Aug 2020

Labyrinth of Fables • Amherst, MA

Created six historically accurate 3D models for a virtual-reality reconstruction of the 17th-century Labyrinth of Versailles.