



## My 20+ years of professional marketing and design experience has taught me *that all design must have purpose.*

Design is not simple, it's very complex and calculated. Design revolves around a user's response. The purpose of all design is to lead a user down a path and ultimately end with them clicking a button, purchasing a product, or simply flipping to another page. *All design must start with a purpose.*

Design also needs structure. Imagine trying to assemble a vehicle without a process. Are you focused on the work but ignoring the structure of how the work is created? Structure is as important to design as diet is to exercise.

Hello, I'm Jeremy Hidalgo. I specialize in complete design solutions that streamline workflow and increase user response. I'm a creative problem solver who focuses heavily on purpose driven design with measurable success rates.

Let's discuss what your goals are and how I can help lead you to a more successful design solution.

# Experience

## Art Director *JLL | 2017 to present*

I'm currently the Art Director at JLL Austin. I lead, inspire, and motivate a team of 5 designers and project managers. The primary function of the marketing team is to create materials used to market commercial real estate properties. These materials include emails, interactive brochures, presentations, social media, and event collateral.

Additionally, much of my time is spent managing workflows and processes. Our team works closely with analysts and I'm bridging the gap between data and design. The way our office functions has evolved. My goal is to streamline how we build our marketing materials so that we are eliminating unnecessary steps and increasing production. More work in less time.



**Notable achievement:** Our office has increased local transaction volume YoY. This is due in part to the efforts of the marketing team.

## Senior Designer *U.S. Money Reserve | 2014 to 2017*

Worked with an in-house design team to create marketing collateral, presentations, website build/maintenance and online marketing. I also focused heavily on email marketing campaigns.



**Notable achievement:** I was tasked with increasing their email Click To Open Rate. I began by cleaning up the email layout and code. I used Litmus to help strengthen the subject lines and copy. I compressed the images and started using smaller sizes or breaking up larger images into smaller pieces. In 4 months their CTOR increased from 2.45% to over 17% and it continued to grow. I also began using Google Analytics to help track how many sales their emails were driving on their website.

# Skills

**The right tool can be a *game changer!***

One of my strongest attributes is my ability to quickly acquire new applications. Part of my job is ensuring that we're not only using *the best tools* but *the correct tools* for the job. I research, test, and review other applications in search for better options.

Adobe InDesign  
Adobe Illustrator  
Adobe Photoshop  
Adobe Acrobat  
Microsoft Excel  
Microsoft Word

Microsoft Powerpoint  
Keynote  
Wordsflow  
Pardot  
CoffeeCup Email Designer  
Wordpress

HTML  
MailChimp  
Sketch App  
Wix

# Work

**I've done it all!**

Website Design  
Website Maintenance  
Web Banners  
SEO  
Social Media Marketing  
Email Design

Email Marketing  
Email Management  
Campaign Strategies  
UX Design  
Interactive Presentations  
Video Editing

Photography  
Print Production  
Brand Development  
Design  
Wireframing  
*and more*

# Portfolio

Interactive Brochures

Logo's



*Additional samples of my work are available upon request.*