

Jane Mahr

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www.janemahr.com

Skills

Figma
Adobe After Effects
Adobe Illustrator
Adobe Photoshop
Adobe Premiere Pro
Adobe InDesign
Adobe Lightroom
Motion Graphics
Dropbox
Google Suite
Microsoft Office
Conversational Mandarin

Education

George Fox University
BA Illustration and Design

Experience

Snow Peak

Portland, OR, USA

Senior Digital Designer | 2025–Present

- Partner cross-functionally with Brand, Marketing, and eCommerce teams to produce digital assets spanning email, performance marketing, SMS, and site builds
- Collaborate with Snow Peak's performance marketing agency to strategize, troubleshoot, and ideate high-performing ad creative
- Design and build paid social ad sets across Meta, Pinterest, Google, and YouTube, including both static and video formats
- Contribute to year-over-year growth in performance marketing channels through iterative creative testing

Rumpl (Pioneered the \$40MN+ outdoor blanket industry)

Portland, OR, USA

Senior Designer | 2023-2025

- Managed a team of designers to deliver 40+ seasonal brand and commercial campaigns
- Developed and implemented a new workflow for the design org that increased team productivity by 2x
- Spear-headed a company wide 10+ product line rebrand based on consumer research
- Worked cross functionally with 5+ teams to drive creative initiatives

Rumpl

Portland, OR, USA

Designer | 2021-2023

- Designed graphics for print and digital marketing materials, presentations, and packaging using Adobe Cloud and Figma
- Collaborated with a design team
- Worked with product team to take product from concept to final campaign launch

Contract Graphic Designer | 2020-2021

- Worked on design projects for clients including Clinique, Calvin Klein, Bison, MVA, Banfield, Zero Operator
- Developed on-brand graphics for both print and digital marketing.

Freelance Graphic Designer & Illustrator | 2018–Present

- Partner with small startups to develop visual brand identities from the ground up
- Design and update websites for wineries and restaurants throughout Oregon
- Collaborate with larger companies to develop performance marketing assets