JESSICA COLTON - CREATIVE DIRECTOR / BRAND, DESIGN & DIGITAL EXPERIENCES

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PROFILE

I'm a creative director and design leader with experience shaping brand identities, digital experiences, and campaigns across startup and enterprise teams. I know how to set a vision, lead a team, and do the hands-on work. I combine a strong foundation in design best practices from process to prototype to take ideas from concept to products people want to use. Because complex work becomes clear with the right design process and leadership. I care about the work and the people making it. I'm comfortable presenting a direction to executives, listening hard when a client pushes back, and getting into the design files with the team. The best ideas usually get better when people from different disciplines have a real say in them.

PROFESSIONAL EXPERIENCE

JOYNT | Co-Founder, Creative Director

Mar 2024 – Present

As Joynt's co-founder and lead product designer, I led the design team, shaped the brand and website, and designed the app through beta. I directed visual work across social posts, emails, blog content, ads, and conference print materials, while contributing to front-end development.

- Led brand strategy, identity, voice, website, product design, paid advertising, social, & print.
- Helped take Joynt from concept to beta in under a year, shaping product strategy and designing flows, prototypes, and interfaces that make legal, financial, and ownership tasks approachable.
- Owned creative testing and campaign optimization across Meta and Google. Reduced cost per registration from $2 to $0.09 and increased registrations from 1–2 per week to 4–6 per day.
- Worked hands-on with front-end development and AI-assisted prototyping to test ideas, improve the product, and move a small team quickly.

TOPCODER | Creative Director / Head of Communications

May 2023 – Mar 2024

As Creative Director and later Head of Communications, I led a global technology brand through a rebrand and a rapid and unexpected shift toward self-service.

- Challenged a C-suite request for a new logo. Interviews with longtime employees and community members revealed the original had been designed by the community. Presented the findings and persuaded leadership to restore it.
- Led a six-month rebrand grounded in research and Topcoder's competition-driven history, bringing back elements of the identity its developer community cared about.
- Led an eight-person team across UX, design, copy, and marketing through a three-month pivot. Updated the website, developed campaigns, and designed and tested a new self-service product.
- Joined Wipro Labs to design conversational AI interfaces that ingested large repositories of secure documents to ground model responses, then supporting tools were sold to Wipro clients.

ACCENTURE | Senior Manager, User Experience

Jan 2020 – May 2023

At Accenture, I led UX design for enterprise applications and represented design in client sales discussions. My internal R&D app earned funding among more than 1,000 submissions.

- Managed and mentored a 10-person UX team, reviewing work, setting design direction, and helping several designers advance into management roles.
- Led research, UX strategy, prototyping, and interface design for clients in utilities, education, and human resources; redesigned HR workflows that cut employee task completion time by 48%.
- Worked across design, engineering, and client stakeholders to connect business needs to practical digital experiences, supporting new and expanded client engagements.
- Proposed and designed an internal R&D application that earned funding from a field of more than 1,000 submissions.

FAIRWAY TECHNOLOGIES | Creative Director

Sep 2010 – Jan 2020

A decade designing and directing digital work for clients across healthcare, education, biotech, and other industries. From evolving our internal brand to managing client relationships and leading teams.

- Led creative direction and hands-on UX/UI design for websites, apps, and enterprise tools, working directly with clients, engineers, and sales teams from discovery through launch.
- Grew the design team from one to five, mentored a junior designer into a lead role, and established regular design collaboration and critique.
- Designed experiences that improved HR user retention, reduced errors in university transfer workflows, and helped healthcare teams respond more quickly and compassionately to people with addiction.
- Shaped brand and digital experiences for clients including a Type 1 diabetes athlete initiative and an EvoNexus incubator company; also helped evolve Fairway's own brand.

IMPACT

Product Launch: Took Joynt from concept to beta in under a year, spanning UX, brand, and AI-assisted development.

Brand & Product Transformation: Led & Launched Topcoder's rebrand and digital redesign in six months, with a surprise three-month pivot to support a new self-service business model.

Hands-On UX Leadership: Combined enterprise UX strategy, prototyping, and team leadership across to win internal funding within Accenture.

Conversational AI: Designed conversational AI experiences in collaboration with an R&D team to win client business.

Cross-Functional Problem Solving: Simplified cross-team HR workflows through research-led experience design, reducing time to complete tasks for employees by 48%.

STRENGTHS

Creative direction
Brand identity & strategy
Integrated campaigns
Client relationships
Design leadership & mentoring
Digital product & UX
Creative review
Research & testing
Hands-on design

TOOLS

Figma
Adobe Creative Cloud
HTML / CSS
Cursor
Microsoft Suite
AI-assisted design & prototyping

EDUCATION

University of California, San Diego

B.A., Media

ADDITIONAL EXPERTISE

Brand systems
Art & design direction
Campaign development
Product strategy
Interaction design
Conversational AI UX
Design critique
Presentations & storytelling