

# Jonathan Marginson

Senior Designer

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## Experience.

### Senior Graphic Designer

BTL Industries | June 2024 - Present

- Leads and directs the U.S. Design team, setting creative vision and ensuring delivery of strategically aligned marketing campaigns across digital and traditional channels while maintaining brand consistency and high creative standards.
- Partners with marketing and project management teams to develop integrated campaigns and high-impact creative assets across digital and traditional channels, including email, social media, video, web, and print.
- Designs and presents multiple creative concepts per assignment while fostering a collaborative and iterative creative process.
- Serves as principal designer and creative lead for BTL's ongoing website rebuild, defining visual direction, UX strategy, and brand execution from concept through launch.
- Collaborates with product management and marketing leadership to evaluate, onboard, and manage external agencies and contractors.
- Oversees the design and production of B2B and B2C marketing assets supporting BTL's portfolio of medical devices.

### Senior Designer

B2B Contact | October 2011 - October 2023

- Led the development of creative for integrated B2B and B2C marketing campaigns in the technology sector, producing responsive landing pages, digital advertising, HTML email campaigns, video content, and other cross-channel assets.
- Deployed email marketing campaigns, monitored and reported on campaign metrics, utilizing them to inform future campaign development.
- Managed and executed multiple concurrent projects in a high-volume agency environment, demonstrating the flexibility to shift directions creatively and adapt to changing deadlines and priorities.
- Created eBooks, whitepapers, brochures, and one-pagers for marketing campaigns in InDesign, as well as packaging for direct mail campaigns, infographics, and tradeshow booth layouts in both InDesign and Illustrator.
- Ensured strict adherence to clients' branding guidelines, fostering a consistent and cohesive presence across all creative content.

## Skills.

**Programs.** After Effects, Illustrator, InDesign, Photoshop, Premier, Figma, Canva, MS Office, Generative AI

**Design.** Branding, Email Marketing, Illustration, Ideation, Social Media, Bootstrap, CSS, HTML, JS, PHP

**Other.** Self-Driven, Collaborative, Communicative, Organized, Detail-Oriented, Flexible

## Education and Certificates.

University of Massachusetts Dartmouth  
Bachelor of Fine Arts  
Visual Design  
Graduated Cum Laude

University of Massachusetts Dartmouth  
Post-Baccalaureate Certificate  
Web & Interactive Design