



JENNIFER LOECHLER

Graphic, Web, & Digital Designer

Madison, Indiana (Eastern Time Zone) · Remote-ready

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SUMMARY

A results-driven digital designer who helps businesses grow by building impactful brand identities and user-friendly websites. I translate complex business goals into clean, effective designs for web and print that have demonstrably increased revenue by up to 250%. Expert in Adobe Creative Suite, Figma, and WordPress, I bridge the gap between creative vision and technical execution to deliver polished, high-performing work.



SKILLS

- **Design & Creative:** Creative Direction, Brand Identity, UI & Visual Design, Web Design, Merchandise and Graphic Design, Print Production, Illustration, Marketing Graphics, Photo Editing
- **Web & Technical:** Responsive Web Design, WordPress (Elementor, WooCommerce), Webflow, Framer, HTML5, CSS3, SEO, Accessibility (WCAG)
- **Software & Tools:** Adobe Creative Cloud (Photoshop, Illustrator, InDesign), Figma, Sketch, Mailchimp, Trello, ClickUp, Slack, Microsoft Teams
- **Project Management & Strategy:** Project Management, E-commerce Strategy, Remote Team Leadership, Client Communication, Quality Assurance (QA)



EXPERIENCE

JLoechler Inc.

Founder / Graphic & Web Designer

2018–Present · Remote

- Founded and manage Jenisms.com, an e-commerce brand, overseeing all aspects from product design and branding to marketing and sales.
- Design and develop custom responsive websites using WordPress and Webflow, increasing client user engagement by an average of 25% through intuitive UI and strategic visual design.
- Combine creative direction with technical execution, using custom HTML and CSS to build unique, client-specific design features.
- Create print-ready graphics, brand identities, and bold merchandise designs, meticulously ensuring technical specifications for production.

Outlier / Appen

AI Trainer

2020–Present · Remote

- Train large language models for leading AI companies by evaluating and refining AI-generated content for accuracy, clarity, and brand consistency.

Data Recognition Corporation (DRC)

Assistant Scoring Director

2022–Present · Remote

- Lead remote teams of 15–30 scorers, driving a 300%+ increase in productivity through targeted coaching, workflow optimization, and fostering a culture of continuous improvement.

Rembrandt's Gallery & Wine Bar

Co-Founder / Head of Brand & Design

2009–2021 · Madison, Indiana

- Grew business revenue by 250% by developing the brand from the ground up and launching the company's first e-commerce website as the central driver of growth.
- Designed, built, and managed all digital assets, including the website, social media channels (grew to 2,500+ followers), and email marketing.
- Devised and executed promotional events that increased single-night revenue by up to 65%.

Campbell's Creative Photography

Photographer / Digital Editor

2000–2003 · Columbus, Indiana

- Provided professional photo editing and large-format print production, establishing foundational expertise in image optimization and quality control.



EDUCATION & PROFESSIONAL DEVELOPMENT

Herzing University

Bachelor of Science, Graphic & Web Design

Menomonee Falls, Wisconsin

Allison Learning

Diplomas & Certificates in Interaction Design, Professional Logo Design, Figma, Webflow, WordPress, and Visual & Graphic Design