

Jeff Sibal

Visual & Digital Designer

Designer with 20+ years across web, UI/UX, email marketing, video, and photography — now building and shipping production web work with an AI-assisted development workflow. I don't hand off designs; I design, build, and deploy them.

Experience

Visual & Digital Designer — Simon & Associates (Simonworld)

Aug 2024 – Present | Remote

- Lead email production for multiple credit union clients (Edwards FCU, Sound Credit Union) — design, build, and deployment of campaigns and member communications
- Design and build campaign landing pages, web page edits, QR codes, and form builds across client accounts
- Designed and built an AI-powered web app for Sound Credit Union (Next.js, AI text and image generation), deployed to a client subdomain as a pilot campaign tool
- Built an internal project board integrating Knack and Gmail to track active client work across the agency

Creative Graphic Designer — Pac-Dent, Inc.

Jan 2024 – Aug 2024 | Brea, CA

- Managed the company website and produced paid social campaigns
- Filmed and edited product videos for marketing

Web Front End & Graphic Designer — Hello Heart

Dec 2022 – Nov 2023 | Remote

- Managed and rebuilt the company website
- Designed graphics and layouts for email marketing campaigns
- Edited company videos; contributed UI/UX work including wireframing, prototyping, and user testing

Kind Lending, LLC (NMLS #3925)

Jan 2020 – Nov 2022 | Santa Ana, CA | Sr. Graphic Designer & Marketing Specialist, concurrent

- Created and managed all company websites
- Designed social media graphics, branding, logo work, and print collateral
- Filmed, edited, and produced company videos, including a podcast
- Supported QA, user testing, and user-centered design across marketing properties

Graphic Design Coordinator — Bioseal Inc.

May 2019 – Jan 2020 | Placentia, CA

- Managed the company website and email marketing; photographed products and coordinated company events

UI/UX Product Designer — The Money Source Inc.

Nov 2017 – Jan 2019 | Remote

- Partnered with developers to design the company mobile app, website pages, and an internal portal application

Web/HTML, UI & Graphic Designer — Stearns Lending (NMLS #1854)

Dec 2011 – Feb 2017 | Santa Ana, CA

- Web front-end design, prototyping, email marketing, and photography; also Application Designer (2013–2017)

Earlier career (2000–2011): Design roles at Buy.com, Impac, and OneOne77

Contact

Southern California

jeffsibal@gmail.com

sibaldesign.com

linkedin.com/in/jeffsibal

Skills

Design

UI/UX, wireframing & prototyping, web design, email design, branding & logo, information graphics, print

Build

HTML/CSS, responsive email development, React / Next.js (AI-assisted with Claude Code), Webflow, WordPress

Tools

Figma, Adobe XD, Sketch, Photoshop, Illustrator, InDesign, Lightroom, Premiere Pro, Adobe Animate, Canva

Media & AI

Photography, video production & editing, podcast production, generative AI tooling (Claude, Nano Banana, Midjourney, Higgsfield, ChatGPT)

Selected Build

Managed Video Testimonial Service

Simonworld — in beta

Architected an end-to-end managed service: customer video recording flow, internal review queue, and automated publishing to each client's social channels. Defined the v1 stack (Next.js, MediaRecorder, Supabase, hosted video) and built the marketing landing page.

Education

Associate Degree in Design

Fullerton College — 1998