



JACE GIFFORD

COMMUNICATIONS & PROJECT SPECIALIST – TOURISM & EXPERIENCE DESIGN

Communications and Project Specialist with 10+ years of international experience in marketing, tourism, and user-centered design thinking. Expert at leading small teams, organizing cross-cultural programs, and translating complex projects into compelling narratives. Looking for roles in communications, experience management or project coordination.

EXPERIENCE

Career Development and Family Responsibilities, Lausanne, Switzerland — 2021-2024

- Completed year-long accredited UX Design Certificate with CareerFoundry, Berlin. Designed and implemented multiple responsive apps from concept creation and user interviews through to prototyping and user testing.
- Undertook French language courses to solidify level.
- Dedicated 4 years to family care and further integration into Switzerland.
- Now seeking to re-enter workforce with refreshed skills and long-term goals.

Founder, In Situ Travel LLC, USA and Europe — 2010-2020

- Created and launched international bicycle tour company on shoestring budget.
- Oversaw all elements of business: web design, SEO, marketing, brand development, customer satisfaction, advertising, graphic design, trip design, vendor relations, sales, and financial bookkeeping.

Backroads Travel, USA and Europe — 2006-2009

- Worked across multiple client-facing and people management roles.
- Researched, created and deployed multiple, custom travel itineraries to maximize users' experience on luxury bike tours.
- Continually revised and improved trip experiences based on customer surveys and staff feedback.
- Supervised and managed all travel and housing logistics for staff in company's European hub by developing user friendly systems that decreased errors and increased staff satisfaction.

CONTACT

Lausanne, Switzerland

hello@jacegifford.com

[linkedin.com/in/jacegifford/](https://www.linkedin.com/in/jacegifford/)

TITRE DE SÉJOUR

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SKILLS

- Strategic Communications
- Marketing Management
- Project Coordination
- Content Creation
- Brand Storytelling
- User-Centered Thinking
- Team Leadership
- Collaboration

LANGUAGES

English (Native)

French (B2 Certificate)

German (B1)

TOOLS

Figma

Illustrator

Affinity Designer

InDesign

MS Office Suite

Wordpress

EDUCATION

UX Design Certificate,

CareerFoundry, Berlin,

Germany, 2021

B.A. - Art History,

Occidental College,

Los Angeles, California, 1993

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Owner, Jace Gifford Photography, San Francisco, CA — 2005-2006

- Professional photographer, specializing in editorial, sports, travel and product photography.

Marketing Manager and Marketing Coordinator, Gensler Architecture, San Francisco, CA — 2001-2005

- Managed and developed long- and short-term marketing goals and implementation models with two design studios for multi-million dollar projects.
- Created new, firm-wide marketing collateral and standards for future projects deployed across 26 offices worldwide.
- Provided graphic design support (both print and digital) for numerous architectural and interior design project teams.

Web Applications Trainer, Yodlee, Redwood Shores, CA — 2000

- Web applications instructor and key point of contact to partners' customer service representatives at financial institutions across the United States.

Office Manager and Staff Assistant, Harvard University Graduate School of Design, Cambridge, MA — 1996-1999

- Managed academic departmental office and assisted Assistant Dean for Academic Programs and Chairman to develop course offerings, lectures, and student academic policies.

Art Curator, Margaret Crow Gallery, Pasadena, CA — 1995-1996

- Oversaw fine arts gallery, developed monthly feature exhibitions, negotiated the sale of artworks, and acted as public relations liaison.