

AUSTIN WRIGHT

GRAPHIC DESIGNER • UI/UX DESIGNER • CREATIVE MANAGER

CONTACT

843.352.3487
austinwright.ch@gmail.com

PORTFOLIO

www.austinesque.art

EDUCATION

Bachelor of Fine Arts
Graphic Design

EXPERIENCE

Graphic Designer

06/2023 - Present

Registrar Corp • Hampton, VA

- Organizing, planning, and executing user research and usability testing for products
- Developing user personas and user journeys to anticipate user cognitive patterns
- Designing and implementing intuitive mobile and web-based interfaces and user flows
- Wireframing, storyboarding, and developing interactive prototypes using Figma
- Designing mobile first, responsive, B2B user interfaces for SaaS
- Designing mass marketing emails, landing pages, social media assets, ads, video storyboards etc.

Graphics Manager

02/2018 - Present

The Citadel Military College of South Carolina • Charleston, SC

- Providing creative direction for a team of designers and content writers
- Leading the creative development of visual elements and systems in collaboration with various design specialists, vendors, and external partners
- Hosting creative briefs to define needs, capture project scope, and monitor project development
- Approving creative copy for websites, product descriptions, print materials, and video scripts
- Reduced production costs by 37% with implementation of budget-conscious design practices

Graphic Designer

11/2016 - 02/2018

Lowery Brands • Charleston, SC

- Conceptualized and developed 64 digital display ads to be utilized across social media, email platforms, Shopify, Etsy, and Amazon
- Owned product design process from ideation to product launch
- Developed over 100 high-fidelity mockups and prototypes to effectively communicate design ideas
- Balanced numerous deadline-driven design projects while meeting strict monthly distribution deadlines

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EXPERIENCE CONTINUED

Graphic Designer

07/2014 - 07/2016

Tsubata Board of Education • Ishikawa, Japan

- Planned and instructed 36 EFL and professional development classes for over 800 students and staff at elementary and junior high schools
- Collected, analyzed, and assessed student data and feedback to define educational pain points and develop solutions
- Designed bilingual educational and training materials for school district curricula
- Assisted local government with development of regional revitalization plans by conducting interviews, collecting and analyzing data, and developing strategies and solutions based on research

SKILLS

Software and Tools

Adobe Creative Suite, Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Figma, Adobe XD, Sketch, 3D Vista, HubSpot, WordPress, Shopify, Microsoft Office, MacOS and PC, DSLR Cameras

Visual Design Skills

Creative Management, Creative Ideation, Social Media Management, Art Direction, Creative Briefing, Project Management, Creative Ideation, Illustration, Iconography, Pitch decks, Storyboarding, Battle Cards, Branding, Package Design, Motion Graphics, Typography, Layout, Color Theory, Photography, Image editing, Photo Manipulation, Introductory HTML, Creative Collaboration, Developing Style Guides, Interactive Design, Studying Design Trends, Branding and Business Development, Brand Strategy Development

UI/UX Skills

User Research, Visual Design, User Testing, Design Audits, User Flows, Storytelling, UX/UI Design, Design Thinking Methodologies, Wireframing, Storyboarding, Prototyping, Developing User Journeys, Information Architecture, Data Visualization, A/B Testing, Mobile Design, Responsive Web Design, Social Media Optimization (SMO), Interaction Design