

AUSTIN WRIGHT

UX/UI Designer • Graphic Designer

austinwright.ch@gmail.com | 843-352-3487

www.austinesque.art

EXPERIENCE

UI Designer + Graphic Designer

02/2018 - Present

Registrar Corp • Hampton, VA

- Directed a company-wide rebrand, developing a comprehensive design system, brand guidelines, and component library that unified visual identity and improved cross-platform consistency
- Redesigned and optimized the corporate website using mobile-first, responsive design principles, resulting in improved UX accessibility, SEO performance, and conversion rates
- Designed and delivered user-centered interfaces for multiple SaaS products, applying UX research, wireframing, prototyping, and usability testing to enhance engagement and retention
- Collaborated with cross-functional teams including product managers, developers, and marketing to align design strategy with business goals
- Implemented scalable UI/UX design standards and documentation processes, accelerating design-to-development handoffs and ensuring long-term maintainability
- Utilized tools such as Figma and Adobe Creative Suite to develop high-fidelity mockups and interactive prototypes

Graphics Manager

02/2018 - 06/2023

The Citadel Military College of South Carolina • Charleston, SC

- Led and mentored a team of 15 designers and production artists in the development and delivery of all visual and digital assets for large-scale events with 3,000+ attendees, ensuring high-quality execution under tight deadlines
- Facilitated creative briefs and stakeholder workshops to define project requirements, capture user and business needs, and manage full project lifecycles from concept through delivery
- Collaborated with executives, marketing directors, and cross-functional teams to produce 100+ annual design projects delivered on time and within budget, maintaining alignment with strategic objectives
- Implemented cost-efficient design and production workflows that reduced overall production costs by 37% while maintaining design quality and brand integrity

Graphic Designer

11/2016 - 02/2018

Lowery Brands • Charleston, SC

- Conceptualized and designed 60+ digital ad campaigns for deployment across social media, email, Shopify, Etsy, and Amazon, increasing engagement and click-through rates
- Owned the end-to-end product design process, from market research and ideation to high-fidelity prototyping and product launch, aligning creative output with sales goals
- Produced 100+ high-fidelity product mockups and prototypes
- Balanced multiple deadline-driven design initiatives, consistently meeting monthly production and sales goals

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Assistant Language Teacher

07/2014 - 07/2016

Tsubata Board of Education • Ishikawa, Japan

- Planned, designed, and facilitated 36 English as a Foreign Language (EFL) and professional development courses for over 800 learners across elementary and junior high schools, using learner-centered and evidence-based instructional methods
- Conducted comprehensive needs analyses by collecting and evaluating learner data, assessments, and feedback to identify performance gaps and learning pain points
- Developed bilingual instructional materials and training content aligned with district learning objectives and curriculum standards, incorporating multimedia, visual aids, and digital learning tools to enhance engagement and retention
- Applied instructional design models such as ADDIE and backward design to create structured learning experiences that met diverse learner needs and outcomes
- Collaborated with local government officials and educational stakeholders to support regional revitalization initiatives, conducting qualitative interviews and quantitative data analysis to inform training and community development strategies
- Implemented data-driven solutions and evaluation frameworks to measure the effectiveness and impact of instructional interventions on student performance and engagement

TOOLS

Figma, Adobe Creative Suite (Adobe CC), Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Adobe XD, Sketch, 3D Vista, WordPress, Shopify, Microsoft Office, Monday, Jira, HubSpot, Asana, Unbounce

UI/UX SKILLS

User Research, UI Design, User Journey Mapping, Responsive Web Design, Accessibility Design, Wireframing, Storyboarding, Rapid Prototyping, Information Architecture, Data Visualization, A/B Testing, Mobile Design, Analytics, User Flows

GRAPHIC DESIGN SKILLS

Creative Management, Mentorship, Social Media Management, Art Direction, Creative Briefing, Project management, Creative Ideation, Illustration, Iconography, Brand Development, Brand Management, Package Design, Typography, Layout, Photography, Image editing

EDUCATION

Bachelor's Degree | Bachelor of Fine Arts | Graphic Design