Jey Austen **They/Them**

Senior Designer with a background in product, brand, and visual design from howdy and rowdy Austin, Texas.

**Professional Experience**



**Senior Product, Brand, and Visual Designer | Freelance | 2015-2022**

* Offer full branding and web design services to small B2C businesses with less than 2 mil in revenue
* Product design using Agile methodologies based on user research for a new consumer social app

**Senior Designer | Nymbus | 2020-2022**

* Created and designed full brands including logos, colors, and UI/UX for marketing and banking websites.
* Collaborated directly with clients and stakeholders to design new brands, bringing over $750,000 in new business.
* Served on the Diversity, Equity, Inclusion, and Belonging Board and led Pride initiatives.

**Brand Designer | Armature Works | 2019-2020**

* Designed UI for a Wi-Fi landing page that collected 5,000 emails in the first week of launch.
* Refreshed old brand collateral, resulting in a 300% sales increase
* Built a contact form for the website with 15x the weekly inquiries.
* Collaborated with design teams to offer feedback and keep websites on-brand.

**Graphic Designer | SeaWorld Parks + Entertainment | 2017-2019**

* Art directed all permanent signage for 2019 Inside Look event.
* Managed request load of up to 45 simultaneous projects.
* Assisted art directors with mood boards, set decoration, etc.

**Design Intern, Junior Designer | Baylor University | 2013-2017**

* Conceptualized and implemented looks for the University’s biggest annual events, Sing and Pigskin.
* Created full campaigns of deliverables, including posters,

t-shirts, and commercials.

* Collaborated with in-house marketing teams across multiple departments.

**Accomplishments**

* [**@JeyCreates**](https://www.tiktok.com/%40jeycreates)| Art Education TikTok - 5K followers, 150K likes



* Guest Speaker on two design podcasts
* Gave a Lunch and Learn to the Friends of Figma Austin chapter
* Featured as #1 on [**Webflow’s 20 Unique Portfolios for 2023**](https://webflow.com/blog/personal-website-examples)

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**Core Expertise**

* Product Design
* UX / UI Design
* Design Thinking
* Prototyping
* Agile Methodologies
* Brand Design
* Marketing Design
* Illustration
* Art Direction
* Social Media Marketing
* Email Marketing
* Team Leadership
* Training & Development

**Technical Expertise**

* Figma
* Webflow
* Shopify
* Google Analytics
* Adobe Illustrator
* Adobe InDesign
* Adobe Photoshop
* WordPress
* MailChimp
* Chamaileon
* Monday.com
* Asana

**Education**

Bachelor of Arts, Digital Media and Film | Baylor University, 2017