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** | 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**

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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