



BRANDIN HALL

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ABOUT ME

Senior Creative Director & Web Designer with over 20 years of experience leading high-impact branding, UX/UI, and WordPress development for ambitious brands. A rare hybrid of creative strategist and technical builder, I specialize in translating vision into measurable digital experiences that drive engagement, conversion, and growth. Known for directing award-winning work, mentoring creative teams, and crafting solutions that connect deeply with users—while hitting every performance metric.

EXPERIENCE

WebMarketers **Feb 2024 - May 2025**
Senior Designer, Developer

Contributed to the agency’s recognition as Advertising Agency of the Year, delivering high-converting, user-centric websites that blend seamless UX with sharp visual storytelling.

- Led the design and implementation of responsive, conversion-optimized websites for B2B and consumer-facing brands.
- Created intuitive UI/UX systems that improved site engagement, navigation, and user flow across mobile and desktop.
- Developed brand-consistent design systems using Figma and implemented them in scalable, custom WordPress builds.
- Collaborated with dev teams to translate designs into functional, accessible web components with clean front-end code.
- Conducted usability testing and iterative refinements to reduce friction and boost session duration.
- Produced wireframes, prototypes, and developer-ready design specs to ensure clarity across all stakeholders.

Muse Marketing Group **2015 - 2023**
Brand Strategist, Senior Designer, Developer

Helped lead Muse to recognition as Top Marketing Agency in Canada (Clutch, 2020) and Best Local Advertising Agency (3 years in a row) through award-winning brand and web design.

- Designed and developed 80+ websites, merging visual impact with strategic UX to increase lead generation and brand authority.
- Authored custom WordPress themes tailored to each brand’s visual identity, messaging, and technical requirements.
- Directed full-scale rebranding projects—from strategy to execution—including logos, web, social, and print collateral.
- Developed brand presentations and pitch decks that helped clients secure funding, partnerships, and audience growth.
- Co-led the design/dev team, improving internal workflows and creating reusable design tools to speed up delivery.
- Championed cohesive brand storytelling across all digital touchpoints while managing client relationships and discovery sessions.

Creative & UX

UX/UI DESIGN
CREATIVE DIRECTION
BRAND STRATEGY
FIGMA / ADOBE XD
PHOTOSHOP / ILLUSTRATOR

Web Development

HTML / CSS
WORDPRESS (CUSTOM THEMES, ACF)
WOOCOMMERCE
PHP / JAVASCRIPT
WEB ACCESSIBILITY

Leadership & Strategy

TEAM MENTORSHIP
CLIENT DISCOVERY & COMMUNICATION
CROSS-FUNCTIONAL COLLABORATION
DESIGN SYSTEMS
UX RESEARCH & TESTING

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