

Jeff Lupinski

Digital Designer  
Denver, Colorado

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Portfolio ↗  
LinkedIn ↗

Multi-disciplinary designer with over 10 years of experience, specializing in combining aesthetics and functionality to create impactful, user-centered experiences from concept to final execution.

Selected Experience

Senior Designer at BASIC / DEPT  
July 2022 – Aug 2024

Contributed to the full design lifecycle of digital interactive experiences for enterprise clients like Google, Ocean Spray, Nike, and Taco Bell. Partnered closely with cross-functional teams to align on objectives, present design concepts, and ensure smooth handoffs for efficient implementation.

Senior Designer at Handsome  
Aug 2020 – Jul 2022

Designed digital products, interfaces, and experiences for clients, including 7-Eleven, FedEx, Meta, and AMC Television. Led design projects, worked with stakeholders and cross-disciplinary teams to define, visualize, and execute product visions that aligned with client goals and enhanced user engagement.

Freelance Independent Designer  
May 2012 – Aug 2020

Partnered with agencies including Ueno, Instrument, Handsome, and Mondo Robot. Clients included Marriott Bonvoy, Salesforce, Epic Games, Chubb, Liquid Death, Zwift, and Specialized Bicycles.

Senior Designer at Pluralsight  
May 2018 – Mar 2020

Led the design and creative direction in developing, refining, and implementing a comprehensive company-wide design system and brand identity for GitPrime. After the 2019 acquisition by Pluralsight, oversaw the integration of GitPrime's design language into Pluralsight's broader ecosystem.

Product Designer at MojoTech  
Oct 2014 – Jul 2018

Created digital products and collaborated with product owners from initial concept through to final delivery, leading the end-to-end design process. Developed complex user interfaces and experiences that aligned with business objectives, while ensuring seamless and intuitive user experiences.

Education

Bachelor of Science, Graphic Design and Digital Media  
Johnson and Wales University, 2008 – 2012  
Graduated with Honors Cum Laude

Skills

|                                |                     |                        |
|--------------------------------|---------------------|------------------------|
| Visual Design                  | Interaction Design  | User Experience Design |
| User Interface Design          | Presentation Skills | Design Direction       |
| Digital Product and App Design | Deck Design         | User Research          |
| Design Systems & Libraries     | Rapid Prototyping   | Responsive Web Design  |
| Client Communication           | Time Management     | Team Collaboration     |

Technology

Figma, Adobe Creative Suite, Photoshop, Illustrator, After Effects, InDesign, Sketch, Framer, Principle, Webflow, Origami, Keynote, AI Tools, Midjourney, Frame.io, Slack, Trello, Asana, HTML, CSS, JavaScript