

AUSTIN WHITAKER

Seattle, WA

(503) 537-8074 | austinwhitakerdesign@gmail.com | [LinkedIn](#) | [Portfolio](#)

Senior Visual Designer

Product Design | User Experience | Interaction Design | Graphic Design | Digital Strategy | Storytelling

Creative **Senior Visual Designer** with 7+ years of experience in UX design, digital strategy, interaction design, and project management for digital assets aligned with brand expressions. Innovative self-starter focused on creating systems driven by insights, quantitative metrics, segmentation, and customer feedback across multiple channels. Thought leader offering unique product design strategies and out of the box thinking for projects with complex personas, user flows, wireframes, style guides, and navigation structures. Proficient in spearheading projects and teams with strong collaboration and consulting capabilities that are known for ensuring company goals are aligned with project objectives. Proven track record in conceptualizing visual products that focus on better market position, competitive product launches, revenue growth, and award-winning product designs.

CORE COMPETENCIES

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|----------------------|----------------------------|-----------------------|
| ✓ Project Management | ✓ User Research Principles | ✓ Market Research |
| ✓ Design Advertising | ✓ Functionality Design | ✓ Content Strategy |
| ✓ Iterative Designs | ✓ User Interface (UI) | ✓ Brand Expression |
| ✓ UX Thinking | ✓ Usability | ✓ Agile Methodologies |

TECHNICAL SKILLS: Figma, Sketch, Adobe Design Suites (Illustrator, InDesign, Photoshop), Premiere Pro, After Effects, ProCreate, ProCreate Dreams, Corel Creative Suite, Unity, Blender, Rhino 3D, Slack, SmartSheet, Mac/Windows, Microsoft 365, and HTML/CSS

PROFESSIONAL EXPERIENCE

Sound Publishing | Everett, WA

August 2017 – February 2023

Senior Graphic Designer / Interaction Designer (Department Eliminated)

July 2018 – February 2023

- Oversees the digital and print product design, user interaction, and publication of 4 weekly, 1 daily, and 10 annual publications while driving content strategies, user experiences, and interactive designs
- Leads a team of designers focused on all projects, daily tasks, and seasonal marketing materials
- Functions as the sole creator of interaction design for the Sound Video Network, taking management's ideas to reality by building videos with animations, motion graphics, and ads for digital newsstands
- Guides the overall marketing strategy, planning, and execution of design systems for each publication
- Executes multiple projects simultaneously by balancing resources and schedules with strict timeframes
- Ensures layouts allow space for stories, ads, pictures, and other elements necessary in the document
- Collaborates with other departments to drive task completion required to successfully meet deadlines
- Builds and creates any designs, layouts, ads, and other creative graphics needed for production
- Partners with sales to design and create videos and animations to match clients' projects and brands
- Leads daily communications with press, publications, and teams to align schedules and design needs
- Develops system operating procedures for every publication to establish consistent among designers
- Collects and analyzes data from customer interactions to better understand user experiences
- Owns the successful conceptualization, execution, and delivery of advertising-facing projects across a variety of formats, including digital, presentation, video, website, and visual identity systems
- Drives collaboration between designers, editors, sales, clients, news reporters, artists, and press
- Utilizes UX data reports from digital newsstands to manage all creative features in efforts to attract a younger demographic while balancing reader numbers with printed and web publications
- Maintains documented process manuals for employee trainings, software updates, and compliance

Key Accomplishments:

- Spearheaded the design and launch of 100+ digital newsstands that doubled viewership to more than 200,000 daily viewers in 3 months and increased readership within a targeted demographic by 2%

- Significantly contributed to expansion efforts into AK, CA, TX, and Canada, tripling the company's size and allowing for pandemic-related profit loss to be recovered in 1 year by creating custom designs, increasing the range of features offered to clients, and improving product quality by an estimated 200%
- Implemented online publications and engaging visual designs that grew recognition to over 3.5M digital download views, 144,000+ monthly email subscribers, and 43 award-winning publications

Graphic Designer (Promoted)

August 2017 – July 2018

- Managed creative graphics and projects for 5 publications in WA and CA, and assisted with the designs for 32 additional publications to create ads, brochures, logos, headers, and other branding tools
- Designed and built ads and other elements for multiple publications across WA, CA, AK, and Canada
- Contributed to the success of publications, ensuring designs were engaging and aligned with branding
- Conceptualized visuals based on each publication's requirements while considering industry trends
- Collaborated with executive and senior leadership teams to brainstorm on upcoming design projects
- Executed on product roadmaps while defining product strategies and delivering visual concepts
- Iterated on designs as needed, creating final graphics that were on-brand and visually appealing
- Oversaw special product graphics, including monthly real estate guidebooks and community inserts

Key Accomplishments:

- Contributed to the production of 32 award-winning magazines and newspapers, as well as the acquisition of hundreds of industry awards in 2.5 years with more than 6 titles for general excellence
- Implemented branding standards for new designs with newly acquired ads and publications while using marketing data to build better achieving ads, generating over \$10,000 in ad revenue annually

White Pages | Seattle, WA

February 2022 – July 2022

Visual Designer (Part-time Contract)

- Crafted the design and look of engaging digital ads, UX-friendly app prototypes, and website updates
- Designed mobile ad banners, mobile ads, icons, and digital assets that aligned with branding
- Collaborated with cross-functional teams to develop end-to-end creative design project plans
- Developed professional email templates and designs for company-wide implementation
- Built graphic toolkits that enabled design teams to create high-quality, brand-consistent assets
- Created new products and technologies with real-time data and wireframes for system integrations
- Worked closely with the CEO, HR, and other departments to make business-critical website changes
- Offered visual design feedback and support to various departments with user experiences in mind

Key Accomplishments:

- Successfully updated the Diversity and Equity website for the first time in 2 years by building a new system that allowed easier updates, recoding without taking the site offline, and integrating automations for updates and publishing that allowed non-technical professionals to update data within 5 minutes
- Heavily contributed to the development of a prototype for a new app in 1 week, securing new designs for future planning that add value to premium products, increase users, and drive profitability

Bench Craft Company | Portland, OR

July 2016 – July 2017

Graphic Designer

- Developed high quality ads, banners, signage, pamphlets, booklets, and maps for clients
- Collaborated with clients on branding designs and assisted them throughout the design process
- Assisted sales team with the development of spec ads for business development meetings with clients and presented designs to clients from a value-added, customer service perspective

Key Accomplishments:

- Provided efficient customer service and quality designs that contributed at least \$500,000 in revenue through business development and reoccurring clientele within 1 year of tenure
- Partnered with over 4,500 golf courses across NA to print 72,000+ course maps and guides annually

OTHER RELEVANT EXPERIENCE

Seattle Indies Game Developers | Seattle, WA

August 2017 – February 2020

Graphic Designer and Illustrator

- Facilitated weekly meetings with game developer and designed promotional materials for events and social media accounts, including pamphlets, brochures, art posters, buttons, and profile pictures
- Partnered with organizations in 113 countries with 47,000 members to design and promote user experience and user interaction features in game designing networking events globally

Key Accomplishments:

- Invited to attend 3 Global Game Jam events on as a UX/UI Design Consultant

- Received high levels of recognition for design work on promotional materials and social media content

Right Brain Initiative | Portland, OR

February 2016 – December 2016

Graphic Designer and Illustrator

- Assisted a non-profit organization with branding initiatives and promotional materials utilized for fundraising events to promote Art education within local schools
- Coordinated and executed fundraising events, delivering presentations advocating for art for children
- Designed multiple posters, promotional post cards, thank you notes, print materials, artwork, PowerPoint presentations, promotional videos and public speeches for many fundraising events

Key Accomplishments:

- Raised overall \$10,000 through 7 fundraising events with up to 1,000 attendees per event
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EDUCATION AND CERTIFICATES

Portland State University | Portland, OR

Bachelor in Art Practices (Printmaking and Illustration), Minor in Graphic Design

Career Essentials in Project Management | Microsoft and LinkedIn

Aha! Product Management Professional Certificate

PROFESSIONAL AFFILIATIONS

- ✓ [Member, Seattle Indies \(SI\)](#)
- ✓ [Member, Graphic Designer Worldwide](#)
- ✓ [Member, Design | UXThisWeek \(UXTW\)](#)
- ✓ [Member, Interaction Design Association \(IDA\)](#)
- ✓ [Member, User Experience Professionals Network \(UEPN\)](#)