Taylor Jaymes Mason

Visual Designer

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ABOUT

I like designing thoughtful visuals that embody my client's guiding principles, address their needs, and express their value clearly to their audience.

EDUCATION

2020-2024

Design B.F.A, Elements of Computing Certificate | UT Austin

80+ hours applying the following:

SKILLS:
- Graphic/2D Design
- Typography & Lettering
- Design Research
- Placemaking
- Interaction Design (IxD)
- Digital Prototyping (UI/UX)
- 3D Design/Fabrication
- Object-Oriented Programming
- Graphics/Visualization Coding

TOOLS:
- Adobe Illustrator Photoshop, InDesign
- Figma
- Glyphs Mini
- HTML/CSS, p5.js, Python
- Squarespace, Cargo

DESIGN EXPERIENCE

September - Present, 2024

Web Design Intern | *Four Point Capital Advisors "FPCA"*

Role centers on a website redesign project for Four Point Capital Advisors, an investment fund based in Austin, TX. Meets weekly with the CEO, COO, and VP to provide project updates and receive feedback, ensuring that the web presence authentically and accurately reflects FPCA's values and services. Additionally redesigns presentation materials to improve first impressions with potential investors. Works independently while remaining attentive to the changing priorities of leadership, flexibly reorganizing tasks when needs change.

June 2023 - July, 2024

Freelance Designer | *Morgan Lee Powers, The Darling Door*

Illustrated a series of T-Shirt designs for Nashville-based musician Morgan Lee Powers starting in June 2024. Crafted 8 original designs, including a standard graphic, an inverted graphic, and color variations for alternative T-Shirt colors, vectorized and prepped for print.

Designed a brand identity for the Darling Door, a one-woman home decor business planning to launch in August 2023. Built a series of branded social media templates to lighten the burden of content creation once the client was ready to publicly launch her business.

August - September, 2022

Illustrator & UI Designer | *UT CS Week Web Design Team*

Designed a site theme for UT's CS Week, a week of socials and competitions designed to bring together computer science students at UT. Collaborated proactively with the team to ideate, critique, and execute a UI style guide for our chosen theme "Level Up." Personally illustrated landing-page and sign-up page graphics.

June - August, 2018 & 2019

Graphic Design Intern | *Community Bank & Trust, Waco, TX*

Worked with the Marketing Department to design social media content, advertisements, and holiday mail to fit with the CB&T brand. Juggled multiple demands and tracked task completion via Excel. Designed the bank-sponsored T-shirt for the 2018 & 2019 Susan G. Komen Race for the Cure, a race for breast cancer awareness.

May 2022 - July 2024

Barista — Summer Moon Coffee, Westlake

Processed high order volumes in a composed, confident, and optimistic manner. Remained adaptable and flexible in handling change during rushes. Applied an attention to detail, accuracy, and completeness to help the store meet an average of $3800-$4000 in daily sales.