

hey, nice to meet you, i'm

switch hart

switch@deercross.ing

206.371.6899



visuals designer • picture drawer • capital letter disliker • terminally online
probable pnw cryptid • brave enough to use a mono font on their resume

about

i'm a design leader and problem solver with nearly a decade of experience. quality and craft are paramount to me, it's important to move quickly but you have to get the details right. design is more than making things look nice, it's discerning solutions and creating stories, carefully considering clients and audience while narrowing in on what's truly needed. once it's known, folding them out into complex but easy to understand design systems while developing and upholding brand standards, with all the tools and skills available to me.

skills

- illustration
- ux/ui design
- print & digital media design
- motion design
- storytelling
- logo design
- storyboarding
- digital game development
- video editing
- brand design

tools

- adobe cc
- photoshop
- illustrator
- indesign
- blender
- mac & pc
- keynote
- after effects
- premiere
- audition
- xd
- cinema 4d
- figma
- microsoft office

affiliations

creative mornings seattle

volunteer - video production & design

the league of moveable type

community member

aiga

professional member

experience

lead graphic designer · aera for home

sep 2019 – oct 2025

creation and evolution of design process and brand standards for success in an olfactory online market.

- collaborated with team members and experts to facilitate the design portion of projects.
- managed timetables and ensured strict deadlines in order to meet success metrics.
- spearheaded rebranding efforts, resulting in a 43% increase in recognition and a 22% boost in engagement.
- streamlined design workflows through templating and guidelines, reducing project turnaround by over 80%.

packaging, branding, print, digital ads, app design, email design, marketing, web design, posters, organic and paid social, infographics, presentation design

junior graphic designer · privateer press

aug 2017 – aug 2019

uplifting fantasy worlds into approachable design and print through expert product photography and packaging.

- excelled at managing multiple conflicting demands and priorities, while surpassing needs of management.
- creation and maintenance of complex design processes, to ensure effective handoff and collaboration with team members, departments, and vendors.

photography, cpg, page layout & prepress, web ads, illustration, brand guidelines, logo design, asset organization, multi-department coordination

graphic designer & illustrator · freelance

present

working with a variety of clients on small projects—to boost their business or enrich their personal lives.

maintaining deadlines, timely and effective communication, following and creatively interpreting direction

education

bachelor of fine arts · cornish college of the arts

sep 2013 – may 2017

art and design fundamentals, drawing, typography, logos, packaging/product design, brand identities, 2d & 3d art for games, building worlds, user interfaces, app and web design.