

Taylor Jaymes Mason

Visual Designer

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DESIGN EXPERIENCE

June 2023

Freelance Designer | *The Darling Door*

Designed a brand identity for the Darling Door, a brand new, one-woman home decor business planning to launch in August 2023. Designed a brand identity informed by the client's core values, and 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.

January - May, 2023

Student Designer | *wkrm studio @ UT Austin*

Collaborated on a Placemaking project for the Anna Hiss Gymnasium, the home of UT's Design Department.

- Observed patterns of student movement, and interviewed both students and faculty in the space.
- Developed design criteria to guide prototyping.
- Tested prototypes within the AHG.
- Engaged in multiple client check-ins with the faculty of SDCT, to understand the client's needs and pain points.

August - September, 2022

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. Over the course of five weeks, I met with my team to ideate, critique, and build out a UI style guide for our chosen theme "Level Up", which was implemented by the CS officer team in September 2022.

June - August, 2018 & 2019

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

Worked closely with the Marketing Department to design social media content, advertisements, and holiday mail to fit with the CB&T brand. Also designed the bank-sponsored T-shirt for the 2018 & 2019 Susan G. Komen Race for the Cure, a race for breast cancer awareness.

ABOUT ME

I like designing value-driven visuals that embody my client's values, address their needs, and express their ideas clearly to their audience.

I am currently seeking a summer internship to exchange expertise with talented peers, and contribute to projects under seasoned creators.

EDUCATION

2020 - Present

Design B.F.A & Elements of Computing Certificate

University of Texas
at Austin

TECHNICAL SKILLS

Adobe Illustrator,
Photoshop, InDesign, Figma,
HTML/CSS, Processing, p5.js
Python

WORK EXPERIENCE

May 2022 - Present

Barista – Summer Moon Coffee, Westlake

Works closely with fellow baristas to:

- Process high volumes of online and in-store drink orders calmly, efficiently, and accurately.
- Pitch in where extra hands are needed, whether that means making a drink, assisting a customer, or completing daily cleaning tasks.
- Cultivate a friendly, welcoming environment for both new guests and years-long regulars.
- Memorize all drink recipes and maintain a clean working environment.