



Objective

Seeking full-time employment as a Brand Designer.

Capabilities

Brand & Identity Design  
Logo Design  
Brand Guidelines  
UX/UI Design  
Web Design  
Print  
Packaging  
Typography  
Illustration  
Layout  
Concepting  
Strategy  
Brand Naming

Personality

DISC Profile: S/C  
Enneagram: 9w1  
Working Genius: Wonder/Invention  
  
Dedicated to craft  
Sets a high bar for quality  
Detail oriented  
Team player, no ego  
Positive, creative thinker  
Dependable, reliable, and loyal  
Committed to lifelong learning  
Driven, hungry, and scrappy  
Highly organized

Tooling

Highly proficient in Adobe Illustrator  
Highly proficient in Figma  
Highly proficient in Adobe Photoshop  
Experienced in Adobe InDesign  
Fundamental skills in Blender and C4D  
Fundamental skills in Adobe AfterEffects

Work Experience

Brand & UI Designer at Focus Lab  
May 2020 - October 2023

Led countless brand and web projects, always two simultaneously, and owned the work from start to finish. Each project involved strategic thinking, concepting, and the crafting of original design directions. With each project, I met weekly with C-level executives, VPs of marketing, and founders. We worked through an iterative process which entailed client meetings on Tuesdays and we delivered new work every Friday. We'd deliver a PDF presentation with written rationale and present it in a Loom video. Once identity elements were approved, we'd work to create assets, brand guidelines, and production pieces. As part of the design team, I was active in weekly critique sessions, as well as asynchronous Slack messages, to ensure our work was of the highest quality. I was a part of bi-weekly team meetings to identify, discuss, and solve improvements to process.



## Work Experience (cont'd)

### UI Designer at Lewis Communications

October 2016 - May 2020

In 2016, my employer, Caddis Interactive, was acquired to work as the digital team for Lewis Communications, a full-service, kind of old-school ad agency based out of Birmingham, AL. With the acquisition, my role switched from that of being a swiss-army type of designer to one more focused on work in the digital space. As part of the UX/UI team at Lewis, I worked to design client websites, with an emphasis on design thinking, user experiences, and I let visual design be the icing on the cake. In this role, I worked on dozens of different projects including web design from scratch, campaign landing pages, redesigns, and even some product design work. In doing so, I helped hone in our team's process and approach to not only producing pixel-perfect comps but also our approach to project management, internal review, and client presentation.

### Designer at Caddis Interactive

January 2016 - October 2016

In late 2015, I reached out to Caddis Interactive, based in Franklin, TN about an internship opening they had posted on Dribbble. Sparing you the long of it, after couple of interviews, I got the spot and started the first week of 2016. I joined a great team comprised of 3 other designers and after a few months of work, I earned a full-time spot on the team. At Caddis, I took care of the odds-and-ends of various branding projects, handling a lot of print production work, and even a couple of different web projects of my own, client presentations included.

### Freelance Graphic Designer

April 2011 - Present

With humble beginnings, I started working with several friends and colleagues in college while finishing up my degree. Post-graduation, many of them went on to work for churches that could pay for my work. Eventually, those same friends went on to refer me to others, growing my client base. Through the years, I've created design content across all disciplines for print and web, including but not limited to: branding and identity design, logo design, newsletters, publications, presentation slides, event promotion materials, brochures, business cards, t-shirts, web banners, social media assets, etc. Additionally, beyond the design work, I handle all client relationships and communication, as well as manage estimates, invoicing, and finances. Lately, over the last several years, I've had the ability to focus my efforts, being more selective and only working on brand & identity projects.

## Education & Additional Information

B.S. Degree in Bible, Emphasis in Youth Ministry

May 2012

Freed-Hardeman University



## Education & Additional Information (cont'd)

Eagle Scout  
June 2008  
Boy Scouts of America

As a Boy Scout, I led peers in multiple leadership roles, eventually completing all of the merit badges and requirements necessary to earn the Eagle Scout badge, something less than 2% of those involved in the Scouts go on to do. I also served with the Order of the Arrow, a special service organization within the BSA.

## References

Brian Perez  
Senior Designer at Caddis and Lewis  
Designer, Team Lead at Focus Lab  
brian@madebyarray.com

Bill Kenney  
Founder, CEO at Focus Lab  
bill@focuslab.agency

Natalie Kent  
Design Director, Creative Director at Focus Lab  
natalie@focuslab.agency

Joshua Krohn  
Design Director at Focus Lab  
joshuakrohn@me.com