

contact

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devinlawdesign.com

education

University of Illinois at Chicago

Bachelor of Design,
Cum Laude, Dean's List

software

Illustrator	Sketch
InDesign	Figma
Photoshop	Acrobat
After Effects	Keynote
Microsoft Suite	Asana
Google Suite	Airtable
Notion	Harvest
Hubspot	Wordpress

skills

Graphic Design	Animation
Design Strategy	Copywriting
Illustration	Mentorship
Audience Research	Brand Development



experience

Senior Graphic Designer | Capacity Interactive

I manage client projects and design, animate, and illustrate custom visual solutions to drive audience engagement and increase ROI click-through-rates.

- Ideate, iterate, and craft copy for clients' paid advertising campaigns.
- Conduct analysis of performance data and trend research.
- Manage project budgets, timelines, and asset production schedules.
- Deliver customized voice and tone workshops for client education.
- Equip clients with tools and best practices for brand development, messaging, and social presence.

Senior Graphic Designer | Freelance

Assist clients in a myriad of industries to develop visual solutions ranging from brand identity systems, to collateral and sales enablement, to event materials and presentations.

- Maintained brand consistency and cohesion to deliver seamless visual experiences across all platforms and touch-points.
- Provided guidelines and how-to supplementary materials to ensure clients were armed with knowledge and confidence.
- Managed project budgets, timelines, and asset production schedules.
- Conducted industry research to increase audience engagement.
- Consulted with teams to provide insight on design trends, current data around engagement, and strategy for consistent brand experiences.

Graphic Designer | Natural Habitat Adventures

By enhancing communication and transparency between departments, I provided a cohesive and engaging brand experience across all brand touch-points.

- Assisted in major rebranding effort, developing updated brand style guide, and creating implementation plan.
- Collaborated with partners and stakeholders to maintain brand consistency across all channels.
- Worked with vendors and production houses to ensure accuracy.
- Developed internal request system to bring transparency and efficiency for marketing and design needs.

Graphic Designer | Hireology

I developed the visual look and feel for the Hireology brand and worked with each team to create seamless and cohesive customer experiences.

- Work across departments to ensure brand consistency and provide support on all visual communications and needs.
- Designed sales enablement collateral, marketing assets, presentations, branded templates, pitch decks, and visual assets to streamline processes
- Reviewed and approved all branded customer-facing collateral and provided support when required.
- Delivered company-wide training on new marketing templates and decks.
- Provided mentorship and guidance to junior designers and interns.