
contact

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education

University of Illinois at
Chicago, 2014
Bachelor of Design
Cum Laude
Dean's List

expertise

Graphic Design
Creative Strategy &
Direction
Brand Development
Marketing for B2B,
B2C, and SaaS
Project Management
Content & Social Strat-
egy
Campaign
Development

software

Adobe Creative Suite
Google Suite
Microsoft Suite
Figma
Hubspot
Craft
Wordpress
Monday
Airtable
Harvest

experience

Brand Manager | LanzaJet

2023–present

- Conceptualized and led all creative direction and visual storytelling for the LanzaJet brand.
- Worked directly with company leadership to develop and manage solutions for high-visibility deliverables including executive decks, global events, and campaigns.
- Led and managed external creative vendors to ensure consistency from concept through delivery.
- Developed and maintained brand toolkits, visual system work, and approved outside agency work.
- Managed and mentored creative team including content writers, marketing events coordinators, and other junior members of the marketing team.

Senior Graphic Designer | Capacity Interactive

2022–23

- Translated client briefs into high-impact strategic social campaign deliverables rooted in data and analytics analysis.
- Championed best practices in animation, design, storytelling, and audience engagement to keep clients at the forefront of industry and creative trends in motion, AI-powered content, and digital storytelling.
- Managed client project needs to ensure timelines and budget were accurately forecasted.
- Led voice and tone workshops for a portfolio of clients offering best practices for scaling their online presence to grow their social channels.

Creative Studio Owner & Brand Consultant | Studio Half Caff

2020–22

- Developed creative to support client needs ranging from brand development, templated team materials, motion production, sales enablement collateral, social asset production, and email campaign design.
- Provided creative direction and brand strategy consultation to identify areas of growth and scalability for clients.
- Managed end-to-end production for high-visibility deliverables and worked closely with leadership to ensure creative deliverables accurately represented brand and business needs.
- Oversaw project budgets, timelines, and production schedules to deliver creative as forecasted.

Graphic Designer | Natural Habitat Adventures

2018–20

- Translated brand strategies and positioning into compelling creative direction and visual storytelling while supporting major brand refresh.
- Maintained and upheld consistency across typography, color, layout and composition internally and externally; guiding agency partners to ensure creative outputs met brand quality and integrity.
- Developed and implemented marketing team project management systems and procedures to ensure efficient team collaboration.
- Analyzed performance data in partnership with the Marketing department to refine creative for impact and continuous improvements.

Graphic Designer | Hireology

2014–18

- Led the development of scalable brand systems, templates, and toolkits used globally across marketing and cross-functional teams.
- Analyze performance data in partnership with Marketing to refine creative for impact and continuous improvements.
- Designed a suite of customer facing branded templates and trained teams on usage and implementation.
- Developed and trained teams on templates and materials for sales teams to ensure brand and tone consistency in customer conversations.