

Creative leader specializing in brand development, strategy, and end-to-end production. Skilled at integrating marketing, design, and visual storytelling to connect with audiences and deliver high quality deliverables that increase brand awareness and work to establish businesses as leaders in their industries.

contact

devinlawdesign.com
devinmlaw@gmail.com
815.616.0512

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
Strategy
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.
- Analyzed performance data to refine creative for high impact deliverables and to develop successfully future content that converted.
- 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.