

## ABOUT

**Atlanta-based designer focusing on creating products that can walk the line of profitable, functional, and amiable!**

## EXPERIENCE

### Trailmerge

**June - September : 2021**

#### UX/UI Designer

- B2B SaaS design focusing on evolving web based apps for LoanShout and Tourial. New and adjusted user flows, design systems, UI, and development of unique concepts per app were created
- Redesigned Trailmerge's website

### jbuxp

**2019 : Current**

#### Founder/Art Director/Lead Designer

- Lead designer in rebranding Instinct R/D. Identity package and website was built focusing on a modern, tech savvy appeal
- Developed user flows, wireframes, low to high fidelity mockups, design systems, and rebranded a new management site for a national space-rental company with Instinct R/D
- Art Director, Illustrator, and Social Media Designer for MealBrowse developing online presence with low to high fidelity mockups and competitive analysis

### brbr design

**2018 : Current**

#### Founder/Art Director/Lead Designer

- Created marketing materials and print media for Home Builders Association of Tennessee, Masters Wealth Management, and Aclipse Marketing
- Lead designer for package design for Six Bridges Brewing. Developed templated carton designs to maximize shelf presence to grow sales. Custom artwork for one-off beers were also developed

### CNNI / HLN

**2009 : 2018**

#### Lead Designer/Production Designer

- Lead Designer for new HLN show launches, rebrands, and segments
- Presented and reported to the CEOs of HLN for show development
- Maintained show evolution with Production, Set Production, Marketing, Editing
- Assisted the Online Division with Social Media and Promotional Design
- Worked with outside vendors to expand potential of visibility

## EDUCATION

Auburn University,  
Auburn, Alabama  
B.F.A. in Graphic Design  
General Assembly UX  
Immersive Course 2019

## SOFTWARE

Adobe Xd  
Figma  
Sketch  
Adobe Photoshop  
Adobe Illustrator  
Adobe After Effects  
Adobe InDesign  
Adobe Acrobat

## FOCUSES

UX/UI  
Wireframes  
Research  
Mockups  
Graphic Design  
Interaction  
Brand Development  
Print  
Typography  
Motion Design  
Broadcast/TV/Mobile  
Multimedia  
Illustration

