



AUSTIN MORALES

UX/UI DESIGNER | GRAPHIC DESIGNER
| DIGITAL MARKETING SPECIALIST

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EDUCATION

AI AIDED GRAPHIC DESIGN, ELVTR, 2024

UX GAME DESIGN, ELVTR, 2024

UX/UI DESIGN, General Assembly, 2023

B.S. MASS COMMUNICATIONS &

B.S. SOCIOLOGY, Virginia Commonwealth University, 2019

ACCOMPLISHMENTS

2024

- AI Aided Graphic Design Certification
- UX Game Design Certification

2023

- UX/UI Design Certification
- AI Enablement (AI Aware) Certification
- Human Centered Design Thinking Certification

2019

- Latin Honors: Cum Laude
- Faculty Award: Creative & Strategic Advertising

SKILLS

DESIGN & CREATIVE –

User Experience & User Interface Design | Visual Design & Design Strategy | Canva | Adobe Creative Suite | Figma | AI Design Tools | Presentation Design | Infographic & Data Visualization | Storyboarding | Brand Storytelling | Copywriting for Design | Storyboarding

WEB & CMS –

Wix | SquareSpace | WordPress | Shopify | SharePoint | Web Accessibility | Responsive Design | Scalable Design Systems

MARKETING & ANALYTICS –

SEO | PPC | CPC | Google Analytics | Google Ads | Google My Business | Social Media Marketing | Paid Ads | Sprout Social | MailChimp | SurveyMonkey | Strategic Messaging | Advocacy Campaigns

PRODUCTIVITY –

Microsoft Office Suite | Google Workspace | Client Training & Education | Cross-Functional Collaboration

ASK ME ABOUT...

- The viral photo of my cat with 5 million views
- My ever-growing houseplant jungle
- The freelance projects that keep me creatively caffeinated
- What it's like being a Swiss Army knife Millennial in the creative world

SUMMARY

CREATIVE STRATEGY MEETS USER-FOCUSED DESIGN

Multidisciplinary designer with a background in UX/UI, branding, and digital marketing. Experienced in building cohesive brand systems, creating engaging content across platforms, and designing intuitive user experiences. Known for blending strategic thinking with creative execution to deliver design solutions that drive engagement and impact.

GRAPHIC DESIGNER & VISUAL DESIGN STRATEGIST

BOOZ ALLEN HAMILTON - SECRET CLEARANCE | 2022 - CURRENT

- Designed infographics, data visualizations, and high-fidelity graphics for proposals, government, and military clients across digital and print platforms.
- Led UX/UI redesigns for analytics dashboards and SharePoint sites, applying accessibility standards and user research to communicate complex content.
- Created process flows, system maps, comprehensive presentations, storyboards, and interactive visuals to support digital transformation, training, and internal communication initiatives.
- Collaborated cross-functionally with PMs, analysts, and writers to align visual strategy.
- Produced high-fidelity designs using Adobe Creative Suite and Figma.

GRAPHIC DESIGNER

NATIONAL INDUSTRIES FOR THE BLIND | 2023 - PART TIME

- Directed rebrand across print, digital, and event collateral, including business cards and templates.
- Created assets for the Public Policy Forum, conferences, and fundraising events.
- Redesigned *Opportunity* magazine, FY23 Annual Report, and *NIB This Week* newsletter.
- Produced digital and social graphics for company and advocacy campaigns.
- Developed decks, infographics, and web graphics to support internal and external communications.

DESIGNER & SOCIAL MEDIA COORDINATOR

STELLAPOP | 2021 - 2022

- Created monthly social media calendars with platform-optimized graphics, messaging, and ad creatives across Instagram, Facebook, LinkedIn, and Twitter.
- Designed cohesive brand visuals and marketing assets—including decks, email headers, digital ads, landing pages, and masterclass content—for multi-channel campaigns.
- Used performance data and user insights to refine content strategy and improve visual impact.

GRAPHIC DESIGNER

GOOD JUU JUU | 2021 - 2022 | PART TIME

- Designed product packaging, digital ads, and social content with a clean, user-centered approach.
- Created visuals for seasonal campaigns, email marketing, and social platforms.
- Supported eCommerce and wholesale efforts through catalog and promotional asset design.
- Contributed to brand storytelling and community engagement through consistent visual design.
- Maintained cohesive brand identity across print and digital platforms.

DIGITAL MEDIA COORDINATOR

OCTAGON | 2021 - 2021 | CONTRACT

- Designed pitch decks and branded assets for celebrity clients and media partners with visual impact.
- Created social content and graphics tailored for Instagram, Twitter, Facebook, and YouTube.
- Developed digital assets for eCommerce, limited-edition merchandise, and podcast branding.
- Maintained brand consistency across digital channels and influencer campaigns.
- Supported product launches and PR efforts through coordinated visual design and vendor collabs.

BRAND & DIGITAL MARKETING MANAGER

SWEETIE BOY REPAIR & DELIVERS | 2020-2021

- Led rebrand and created all visual assets across web, vehicles, print, and social.
- Produced pitch decks that secured multiple investor contributions.
- Managed SEO and Google Ads, increasing earnings by 75% and dominating local search.
- Organized a charity event that raised \$5K+ through digital strategy.
- Created marketing videos, community campaigns, and branded merchandise.

RECENT FREELANCE PROJECTS

VARIOUS CLIENTS - VOLUNTEER TO PART TIME | 2022 - PRESENT

Nova Cat Clinic – Redesigned SEO-optimized website with custom graphics; now a top-ranked DMV clinic site with hundreds of weekly visitors.

Mr. Symmetrical – Developed brand identity and portfolio site with tailored UX and SEO strategies.

HACAN – Led gala branding and nonprofit rebrand, including a new website, style guide, and accessibility-focused design.

Beltway Ink App – Designed UX/UI for a tattoo booking app from research to prototype; used Figma, Maze, and user testing to drive iteration.