



## AUSTIN MORALES

GRAPHIC DESIGN & DIGITAL  
MARKETING SPECIALIST



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## EDUCATION

### General Assembly, UX/UI Design

2023

### Virginia Commonwealth University

RICHMOND VA. 2015-2019

### B.S. Mass Communications

2015 - 2019

### B.S. SOCIOLOGY

2015 - 2019

## SKILLS

- UX/UI Design
- Graphic & Visual Design
- Microsoft Office Suite
- Google Workspace (G) Suite
- Google Analytics, My Business, Ads
- SEO, PPC, CPC
- Canva & Adobe Creative Suite
- Social Media Marketing Management
- Sprout Social
- Paid Ads Across Social Platforms
- Wix, Squarespace, WordPress, Shopify

## ACCOMPLISHMENTS

### UX/UI Design Certification

2023

### Google Analytics Certification

2021

### Latin Honors: Cum Laude

2019

### Faculty Award: Strategic Advertising

2019

## ASK ME ABOUT...

- The photo of my cat with 5 million views
- My houseplant collection
- My freelance work
- My interest in politics

## GRAPHIC DESIGNER & VISUAL DESIGN STRATEGIST BOOZ ALLEN HAMILTON - SECRET CLEARANCE | 2022 - CURRENT

- Executed visual design strategies to support clients' objectives.
- Collaborating with cross-functional teams.
- Created technical graphics, infographics, and data visualizations for clear communication.
- Gathered feedback from clients and stakeholders to ensure project alignment.
- Utilized Adobe Creative Suite to develop high-quality assets.
- Presented design concepts, explaining strategic rationale to teams and clients.
- Streamlined project delivery through process and workflow development.
- Provided design support for proposals, marketing materials, and business development.

## DESIGNER & SOCIAL MEDIA COORDINATOR

STELAPOPOP | 2021 - 2022

- Manage social media presence for agency and 12-15 brands, spanning 4 platforms.
- Create monthly social media content calendars, develop copy, and design social graphics.
- Concept and develop advertising and creative marketing materials for client promotion.
- Collaborate directly with team to strategize, create, and execute successful digital campaigns.
- Analyze and monitor social accounts and campaign performance to improve clients' brands.

## GRAPHIC DESIGNER

GOOD JUU JUU | 2021 - 2022 | PART TIME

- Designed creative, informational, and engaging graphic content following brand guidelines for Client's social media, online store, and email marketing campaigns.
- Created marketing decks for prospective brand collaborations and media promotions.
- Produced company catalog for prospective wholesale markets.
- Designed new product packaging and deliverables

## DIGITAL MEDIA COORDINATOR

OCTAGON | 2021 - 2021 | CONTRACT

- Prepared promotional pitch decks and multimedia material for celebrity clients and presented to partners for tv networks (*Golf Channel*, *Discovery Channel*, *Travel Channel*, and *CBS Sports*).
- Organized and collaborated with media influencers to promote products and brands.
- Implemented social media content strategies, design, and digital campaigns to increase clients' social media following and engagement, as well as promote client products and brands.
- Created, promoted, and managed clients' eCommerce websites.
- Designed graphics for clients' apparel, limited edition items, and branding for their new podcast.
- Managed and analyzed various social media channels, in line with the content calendar.
- Defended client reputations and brands through Public Relations strategies.

## BRAND & DIGITAL MARKETING MANAGER

SWEETIE BOY REPAIR & DELIVERS | 2020-2021

- Designed and managed diverse branded assets: websites, vehicles, billboards, flyers, and more.
- Created and executed targeted marketing campaigns.
- Attracted investors to finance in business through informative and engaging pitch decks.
- Led marketing campaigns to increase company-community engagement.
- Organized a charity event with 100+ attendees through digital marketing strategies, raising over \$5,000 for three local non-profits.
- Achieved 75% earnings growth through SEO and Google ads, dominating search results.

## DIGITAL MARKETING SPECIALIST

BROAD STREET VETERINARY HOSPITAL | 2017-2020

- Established social channels and created content for various social platforms.
- Increased engagement across social media platforms by 45%.
- Redesigned company website with updated information and features.
- Managed and updated client accounts, paperwork, and schedules.

## MOBILE APP PROJECT OVERVIEW

Developed "Beltway Ink," a mobile application aimed at bridging the gap between tattoo enthusiasts and local artists around the Capital Beltway. The app facilitates a streamlined process for users to discover, connect with, and book appointments with tattoo artists who match their unique preferences, offering a personalized tattooing experience.

## RECENT FREELANCE PROJECTS

As a dynamic freelance professional, I have led a wide variety of projects in graphic design, branding, website design, SEO, and copywriting. Using my sharp aesthetic sense and understanding of market trends, I have crafted cohesive brand narratives and visuals that resonate strongly with target audiences. My expertise in SEO and copywriting has not only elevated brand communications but also significantly enhanced clients' online visibility and audience engagement. Through strategic collaboration, I have successfully allied with clients across a multitude of industries, enhancing their brand visibility and establishing a formidable digital footprint.

## UX/UI DESIGNER

BELTWAY INK MOBILE APP | 2023

### Roles and Responsibilities:

Research and Ideation:

- Conducted user interviews and surveys to gather insights and identify user needs.
- Developed user personas and journey maps based on research findings to guide the design process.

### Information Architecture:

- Structured the app's information architecture to facilitate easy navigation.
- Developed wireframes and prototypes to visualize the app structure.

### Visual Design:

- Led the creation of a cohesive visual design, including color scheme, iconography, and typography.
- Developed visually appealing and user-friendly interfaces.

### User Testing:

- Organized and conducted usability tests to gather feedback on the prototype.
- Analyzed testing data and iteratively refined the design to enhance the user experience.

### Optimization:

- Ensured accurate implementation of design elements.
- Collected and analyzed user feedback to identify areas for improvement.
- Implemented necessary updates and optimizations based on user feedback and analytics.

### Tools & Technologies Used:

- Figma, Maze, Google Suite, Adobe Creative Suite

## GRAPHIC DESIGN SPECIALIST

OUR COMMUNITY HOME - VOLUNTEER | 2023

- Revitalized "Our Community Home's" brand, crafting a modern visual identity and cohesive brand strategy that amplifies their mission.
- Revamped the website to boost user engagement and SEO-driven visibility.
- Spearheaded a dynamic social media strategy, creating engaging graphics and content that bolstered the brand's online presence and community interaction.
- Collaborated with the non-profit team to align digital strategies with the organization's core values and goals, fostering a unified brand message.
- Trained team members on website maintenance and social media management, fostering long-term sustainability and growth of the organization's digital platforms.

## WEB DESIGNER AND SEO SPECIALIST

NOVA CAT CLINIC | 2023

- Enhanced the Nova Cat Clinic website with improved aesthetics and functionality.
- Implemented a mobile-responsive design for optimal navigation across various devices.
- Developed and edited SEO-optimized copy, boosting site visibility and organic search rankings.
- Designed graphics that elevated the site's aesthetics and brand narrative.
- Worked closely with the clinic team to customize design and content solutions to their needs.
- Applied SEO strategies to enhance website performance and attract a targeted audience.
- Conducted post-launch usability testing to ensure a seamless user experience.

## WEB DESIGNER AND SEO SPECIALIST

MR. SYMMETRICAL | 2023

- Led a website revamp to highlight the artist's multifaceted talents.
- Developed a distinctive brand identity highlighting the artist's versatility across mediums.
- Created engaging copy to accentuate the visual elements and bolster the brand's online narrative.
- Implemented SEO strategies to enhance site visibility and reach a wider audience.
- Optimized the website for mobile responsiveness, ensuring smooth navigation on various devices.
- Partnered with the artist to craft a personalized and authentic brand portrayal.

## BRAND DEVELOPMENT AND IDENTITY

HERE'S 2 U | 2023

- Crafted a brand identity for a fitness and wellness brand, reflecting their ethos and market stance.
- Designed a modern and distinctive logo, setting a recognizable face for the brand.
- Formulated typography and color palette guidelines, ensuring consistency across various mediums.
- Created compelling visuals that enhance the brand's narrative and engagement with its audience.
- Produced mock-ups for branded merch, showcasing brand's potential for expansion and visibility.

## GRAPHIC DESIGNER

INTREPID IMPACT | 2023

- Developed on-brand promotional graphics to bolster Intrepid Impact's visibility.
- Designed a cohesive book cover illustration aligning with the client's established brand identity.