

Jey Austen

Senior Designer

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Designer with over 13 years of experience in product, brand, and web design, including three completed Google contracts. Open to remote roles and hybrid roles in Austin, TX. Previous clients include Oscar-winning filmmakers, James Beard Award winning restaurants, and Billboard Top 100 touring acts. I love waking up every day to invent new corners of the internet, blending systems thinking with precise visual craft. This resume shows my work tailored to senior design roles, want the full picture? Let's chat.

Technical Skills

- **Design:** Brand identity, visual design, UI/UX design, web design, design systems, illustration, typography, campaign design, responsive design, mobile-first design, motion design, prototyping, information architecture
- **Tools:** Figma (advanced: components, auto-layout, variables, variants, prototyping, design tokens), Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro), Webflow, Framer, Canva, ProCreate
- **Web & CMS:** Webflow, WordPress, Shopify, Squarespace, Sanity CMS, HTML/CSS/JavaScript, SEO/AEO optimization
- **Standards:** WCAG 2.1 AA accessibility, Material Design (Material 3), design system governance, design tokens, component libraries
- **Collaboration:** Cross-functional (Product, Engineering, Marketing, Research), Jira, Asana, Notion, Monday.com, remote/async workflows
- **Physical Craft:** Content creation, installation design, hand lettering, classically trained fine art and illustration, scenic and mural painting, SFX makeup, costume design, sewing, scenic carpentry, prop fabrication, photography, videography

Professional Experience

Designer, Illustrator, Creative Director | Austen Design (Freelance) | 2015 – Present

Independent studio | Remote / Austin, TX

- Founded and operate a design studio serving musicians, filmmakers, alternative brands, and technology companies, delivering brand identity, web design, illustration systems, and product design from brief through launch
- Designed websites for a Sundance alum's feature film (directed by a 2026 Oscar-winning producer) and a James Beard Award-winning soul food restaurant, with clients regularly coming through referrals from Google, agency, and arts industry networks
- Created marketing activations and visual assets for Billboard Top 100 touring acts via The Syndicate, including hand-lettered signage, scenic painting, SFX makeup, and art direction at major music festivals
- Work spans digital and physical surfaces: responsive web design, product UI, brand systems, print collateral, environmental graphics, merch, packaging, and illustration systems built as scalable Figma component libraries
- Built SEO-optimized e-commerce websites in Webflow, Shopify, and WordPress for small businesses, with sites

ranking on page one of Google for target search terms

- Developed brand identity systems end-to-end for 30+ clients across music, entertainment, hospitality, wellness, and LGBTQIA+ businesses, including logo design, color systems, typography, brand guidelines, and digital asset libraries
- Created custom illustration systems, iconography, and visual storytelling assets for product launches, marketing campaigns, and editorial content
- Mentored junior designers through portfolio reviews, design critiques, and one-on-one coaching, helping multiple mentees land their first design roles
- Designed and produced social media content strategies, campaign creative, email templates, and paid media assets across Instagram, TikTok, and LinkedIn
- Managed concurrent projects across multiple clients, balancing creative direction with hands-on execution in a fast-paced, autonomous environment
- Clients include Y Combinator Startups, Billboard 100 Musicians, a Sundance alum's feature film, a James Beard Award-winning restaurant, and over 30 brands across tech, entertainment, and hospitality

Senior Product Designer | Google (via multiple agency contracts) | 2024 - 2025

Fortune 10 | Remote | 3 contracts via Monks + Revery

- Designed high-level concepts combining Googler HR, IT, payroll, and facilities support into one agentic AI chat interface, consolidating multiple internal ticketing systems into a unified conversational experience
- Led the design of an employment history timeline feature for Google employee profiles, creating responsive component patterns across iOS, Android, and web that surface career progression and organizational context
- Built a comprehensive design system based on Material 3 for Google Merchant Center's Guidance, Insights, and Framework team, including component specifications, usage guidelines, and design token workflows
- Created internal brand identity for cross-functional teams, including animated logo, newsletter templates, and Google Slides presentation systems
- Developed interactive prototypes and animated GIFs to demonstrate product functionality to stakeholders, accelerating alignment across product, engineering, and leadership
- Designed UX/UI for notification management and guidance card interactions within Google Merchant Center, improving how merchants discover and act on platform recommendations
- Collaborated cross-functionally with PMs, engineers, UX researchers, and stakeholders to align design solutions with business goals and technical constraints
- Created design system documentation covering component specs, accessibility standards (WCAG 2.1 AA), responsive breakpoints, and implementation patterns for engineering handoff
- Participated in Google's AI Paper Club, studying reasoning models and emerging AI research to inform design decisions for AI-powered product features

Senior Web Designer - Web and Design Systems | dbt Labs | 2023-2024

\$4.2B SaaS unicorn (Andreessen Horowitz, Sequoia Capital) | Sole Senior Web Designer | Remote

- Sole web designer for the \$4.2 billion-valued data analytics unicorn backed by Andreessen Horowitz and Sequoia Capital, owning web design across the full marketing site, developer documentation, learning platform, and email marketing
- Developed and maintained a scalable web design system from the ground up, building foundational design tokens through complex responsive patterns that served 50+ marketing pages
- Created 70+ custom illustrations, diagrams, charts, blog images, and iconography, building a component-based illustration system in Figma that maintained visual consistency across all web properties

- Led the design side of a CMS replatforming from Netlify to Sanity, designing each component and page template so that marketers and content strategists could build fully designed pages independently using a modular page builder
- Built comprehensive design system documentation in Notion covering component specifications, design token structure, grid systems, typography scales, color semantics, and responsive patterns
- Led the website brand update, reskinning all design system components to reflect evolving brand identity while maintaining backward compatibility
- Collaborated cross-functionally between design and web engineering teams, working directly with stakeholders, content strategists, and front-end engineers in weekly design-to-code reviews
- Applied user-centered design principles and lean UX methodologies to iterate on web experiences, using analytics and heatmap data to inform layout and content hierarchy decisions

Senior Designer - Brand and Web Design | Nymbus | 2020-2022

Banking technology / Fintech | Remote

- Delivered complete brand identity systems on a monthly cadence for 8+ digital banking platforms, each including logo, color system, typography, marketing website, pitch deck, and UI kit
- Contributed to \$750K+ in new business through client-facing brand presentations, pitch decks, and stakeholder collaboration that directly influenced deal closures
- Created and maintained multi-brand design systems in Figma, ensuring visual consistency and accessibility across marketing sites and product interfaces for each banking brand
- Mentored junior designers through weekly skillshare sessions, establishing design critique processes and collaborative feedback loops that elevated team output quality
- Served on the Diversity, Equity, Inclusion, and Belonging Board and led company-wide Pride initiatives, advocating for inclusive design practices across product and brand work
- Designed end-to-end product experiences for consumer-facing banking platforms, balancing conversion-focused design with accessibility and user trust
- Created impactful sales presentations, digital ad campaigns, and marketing collateral that supported business development efforts in a rapid-release environment

Visual Designer | Armature Works | 2019-2020

Premier food hall & event venue (\$1M+ monthly revenue) | Tampa, FL

- Designed brand identity, websites, menus, signage, and marketing collateral for 22+ restaurant and hospitality brands within a premier food hall and event venue generating \$1M+ monthly revenue
- Designed a Wi-Fi captive portal and newsletter signup flow that collected thousands of email signups in its first week of launch, building a direct marketing channel from scratch
- Led a brand collateral refresh that directly contributed to measurable increases in event bookings, walk-in traffic, and social media engagement across the venue's channels
- Built a website contact form that dramatically increased weekly event inquiries compared to the previous phone-only booking process
- Created motion graphics, social media content, and promotional video for live events, including seasonal campaigns, charity events, and venue programming
- Directed photoshoots and created set pieces for brand campaigns, managing visual content creation across photography, videography, and styled shoots
- Managed 30+ simultaneous projects across restaurant concepts, event marketing, and venue branding, balancing fast-turnaround requests with ongoing brand development

- Reviewed resumes and portfolios as part of the hiring process for junior design candidates

Graphic Designer | SeaWorld Parks + Entertainment | 2017–2019

SeaWorld Orlando and Busch Gardens Tampa | Tampa + Orlando, FL

- Art directed all permanent signage for the 2019 Inside Look event, which saw attendance increase by over 1,000 guests on opening day compared to the previous year
- Designed environmental graphics, wayfinding systems, and promotional signage across SeaWorld Orlando's three theme parks, managing up to 45 simultaneous projects
- Created immersive scenic art and experiential graphics for park attractions, food festivals, and seasonal events, working across digital design, vinyl application, wide-format printing, and scenic painting
- Collaborated with art directors on mood boards, set decoration, and themed environment design for attractions and guest experiences
- Produced production-ready files for large-format printing, vinyl plotting (Onyx and Mimaki), lamination, and installation across multiple park locations
- Scenic painter for Howl-O-Scream haunted houses and Food & Wine Festival, creating immersive environmental art for themed entertainment experiences
- Decorated Santa's house for ChristmasTown, hand-painting branded elements including Coca-Cola logos on oversized ornaments and tying 200+ elaborate present bows
- Sound and lighting technician and chainsaw wrangler for live scare entertainment (yes, this is a real job)

Design Intern / Junior Designer (Work-Study) | Baylor University | 2013 – 2017

Athletics, Student Activities, Career and Professional Development | Waco, TX

- Creative direction and campaign design for the university's largest annual events (Sing, Pigskin, Stompfest)
- Created print ads, email campaigns, billboards, social media graphics, and promotional materials for Athletics programs
- Scenic carpentry, MIG welding, scenic painting, costume design, stage makeup, and prop fabrication for 10+ theater productions

Accomplishments

- Competed in FigMatch at Config
- [@JeyCreates](#) | Art Education TikTok – 5K followers, 150K likes
- Guest Speaker on two design podcasts, demonstrating thought leadership in UX design
- Gave a Lunch and Learn to the Friends of Figma Austin chapter
- Featured as #1 on [8 Unique Personal Website Examples by Webflow](#)
- Figma Config 2023: FigMatch! Live Design Competition (alongside Dan Mall, MDS, Clara Ujiie)
- Friends of Figma Design Systems: Chapter Volunteer/Organizer (2020–2022), organized workshops teaching advanced Figma techniques
- Friends of Figma Austin: Speaker, "Figma for More Than Just Rectangles"
- Google AI Paper Club: Active participant studying reasoning models and emerging research
- Awwwards Nominee (2022)
- Featured by HubSpot, Glasstire, Novum Artis Magazine
- Quoted in Texas Tribune and UPI
- Bold Journey Magazine feature interview

Education

Bachelor of Arts, Film and Digital Media | Minor in Design | 2012 - 2017

Baylor University, Waco, TX | GPA: 3.52 | Study Abroad: Regent's University London