

LIAM VAUGHAN DUTTON

GRAPHIC DESIGNER

CONTACTS

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SUMMARY

I am versatile Graphic Designer with a robust background in creating innovative design solutions that communicate complex ideas, enhancing brand engagement and user experience. I specialize in digital and print design with a focus on brand identity and web design.

SKILLS

Attributes

Detail-Oriented · Visual Communication · Adaptable · Goal-Setting · Typography · Illustration · Motion Graphics · Prototyping · Color Theory · Photo Editing · Web Accessibility · SEO Techniques · Brand Identity · Responsive Design

Expertise

Marketing · UX/UI Design · Branding & Identity · Search Engine Optimization (SEO) · Copywriting · Customer Service

Software

Adobe Illustrator · Adobe InDesign · Adobe Photoshop · WordPress · Elementor · Webflow · Adobe XD · Figma · Adobe After Effects · Adobe Premiere Pro

LANGUAGES

ENGLISH — **Native**

SPANISH — **Beginner**

EXPERIENCE

Kind Lending — Irvine, CA

Graphic Designer — 08/2024 - 11/2026

- Created 3–5 unique graphics for social media per week, adhering to specific brand guidelines.
- Worked in a team of designers to brainstorm ideas to improve branding and messaging to better reflect the company values.
- Produced marketing materials to promote various events and products, roughly 1–2 times a month.
- Regularly collaborated with loan officers to satisfy custom requests that spanned a wide variety of different mediums, avenues, and formats.

Kluttel — Remote

Contract Graphic Designer — 04/2024

- Worked alone to develop 1–2 infographic slides per month for product showcases on Amazon.
- Enhanced photo quality for digital use by editing and enhancing images in Photoshop.
- Collaborated with managers and clients to determine design requirements and objectives.

Three Omens — San Diego, CA

Web Design Intern — 01/2023 - 04/2023

- Developed design solutions compatible with web and mobile devices by creating responsive strategies.
- Implemented SEO best practices to increase organic search traffic for multiple websites.
- Developed web pages and components with a focus on usability and accessibility standards.
- Helped with upkeep and maintenance of websites to ensure ease of user experience.

Point Loma Nazarene University — San Diego, CA

Web Design Intern — 09/2022 - 11/2022

- Improved user experience for website users by developing responsive layouts for desktop and mobile devices
- Maintained communication with clients throughout the development process
- Utilized SEO techniques to increase organic search traffic and visibility of websites

Self-Employed — Remote

Freelance Graphic/Web Designer — 08/2019 - 08/2024

- Utilized Adobe Creative Suite applications such as Illustrator, Photoshop, and InDesign for design projects
- Combined design elements, text, photos and data into effective, elegant digital and print materials
- Developed and implemented creative visual solutions to meet client needs and objectives for branding campaigns
- Created compelling graphic designs to be used in print, digital, and multimedia formats

EDUCATION

Point Loma Nazarene University — San Diego, CA

B.A. in Graphic Design (Marketing) — 2023

- GPA: 3.8