Nashawn Taylor

Graphic & UI/UX Designer | Visual Story Teller | Creative Problem Solver

EDUCATION

BFA: Graphic Design, May 2023
Kean University Michael Graves College Robert Busch School of Design

DESIGN EXPERIENCE

Graphic Designer, smartIT LLC, Remote
January 2023 – Present
- Designed and delivered time-sensitive visual content using Adobe Creative Suite (Illustrator, Photoshop InDesign, After Effects), ensuring consistency with brand standards.
- Created multiple responsive website mockups and UI concepts in Figma, applying best practices in layout, user flow, and accessibility.
- Collaborated cross-functionally with internal teams to develop strategic, visually compelling solutions aligned with project briefs and business goals.
- Co-led the development of a comprehensive brand style guide, contributing to a refreshed visual identity and enhanced digital presence for smartIT.

Design Intern, Design Studio, Michael Graves College • Union, NJ
January 2023 – May 2023
- Collaborated in student-led design studio to deliver branding and visual design solutions for multiple non-profit organizations, focusing on community impact and client needs.
- Executed design projects using Adobe Creative Suite (Illustrator, Photoshop, InDesign, After Effects), producing print and digital assets under tight deadlines.
- Engaged in the full creative process from concept to development to final delivery—while balancing multiple client briefs in a fast paced setting.

Graphic Designer, Cougars Byte, Kean University • Union, NJ
October 2022 – May 2023
- Designed weekly digital and print materials for social media, web and on-campus initiatives, maintaining consistency with university branding.
- Produced creative assets using Adobe Creative Suite (Illustrator, Photoshop, InDesign, After Effects) for promotional, editorial and event-related content .
- Created responsive website mockups and UI concepts in Figma, contributing to UX improvements for student-facing digital platforms.
- Participated in regular design meetings to brainstorm and develop solutions for upcoming campaigns and special projects.
- Collaborated with a multidisciplinary team— including writers, photographers, and videographers–to deliver cohesive and engaging content.
- Supported event planning and promotion by contributing design work and on-site coordination across university departments.

SKILLS

Design
User Experience, User Testing, Wireframing & Digital Prototyping, (Figma, Adobe XD, Sketch) Visual Design, Low-High Fidelity Mockups

Research & Strategy
User Research (Conducting user interviews, surveys, customer user journey, contextual inquiry), User Personas, Journey Mapping, Heuristic Evaluation, Competitor Analysis, Task Flows & Storyboarding, Design Thinking Process, Moodboards

Software
Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Adobe XD, Figma, FigJam, Miro, Procreate, Invision, Webflow, Canva, Keynote, Microsoft Suite, Google Suite

Visual Design
Poster Design, Branding, Typography, Iconography, Web Design, Mobile Design, Social Media Graphics, Web Design Graphics

Other Skills
User Centered Design, Creative Problem Solving, Design Thinking, Ideation, Feedback & Research Interpretation

WORK EXPERIENCE

Long–Term Substitute Art Teacher, Stillman Elementary • Plainfield, NJ
January 2025 – June 2025

Resident Assistant, Kean University • Union, NJ
August 2021 – May 2023

Summer Assistant, Kean University • Union, NJ
June 2021 – August 2021

Desk Service Representative, Kean University • Union, NJ
September 2020 – May 2021

EXTRACURRICULAR

LinkedIn Learning: Create a Design System with Adobe XD

LinkedIn Learning: AdobeXD Essential Training Prototype

LinkedIn Learning: UX Design Creating Personas

LinkedIn Learning: UX Design Analyzing Data