



Emilio O'Neill

Brand Designer

Portfolio: [Website](#), [LinkedIn](#), [Dribbble](#)

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Education

Full Sail University

Bachelors of Science in Digital Arts and Design

Core Competencies

- Brand systems & design operations
- Illustration & iconography
- Motion design & video storytelling
- UX/UI & responsive web (Figma, Webflow)
- Campaign creative (paid, social, email, sales)
- Accessibility & global scalability
- Cross-functional collaboration (Marketing, Product, Sales)
- Data-driven, conversion-focused design

Tools & Tech

Figma · Adobe Creative Cloud (Photoshop, Illustrator, InDesign, XD, After Effects, Premiere) · Webflow · WordPress · HubSpot · Lottie · Miro · Notion · ClickUp · Asana · Jira · Slack · Generative AI: ChatGPT, Runway, Lovable.dev, Bolt · AI prompt engineering

Awards & Extras

- Certified in HubSpot Growth-Driven Design (2024), with a focus on data-informed UX strategy and iterative web design.
- Fluent in Spanish and a strong advocate for inclusive, culturally responsive design practices.
- Creative balance through soccer, photography, music, and painting—fueling fresh perspective and personal inspiration.

Bio

I'm a multidisciplinary designer specializing in brand, UX/UI, and motion—helping teams tell clearer stories, move faster, and scale with consistency. I approach every project with a deep commitment to the creative process, trusting that strong process leads to strong outcomes. With 10+ years of experience across SaaS, events, real estate, and emerging AI spaces, I bring design thinking, systems strategy, and creative agility to every collaboration.

Work Experience

Thread Magic

May. 25' – Current

Multimedia Designer

- Led the design and execution of the AI Service Unleashed (AISU) event at the Houston Space Center, including custom merchandise, motion graphics, landing page UX/UI, investor-facing keynote decks, and collateral—delivering a cohesive, high-impact brand experience.
- Produced a suite of high-performing social media graphics and motion assets, contributing to a measurable uptick in engagement and positioning Thread as a credible, design-forward category leader.
- Served as an embedded design partner across teams, accelerating production timelines, assisting stakeholders directly, and establishing brand consistency across sales, marketing, and investor channels.

Trinitas Ventures

Feb. 24' – May 25'

Senior Graphic Designer

- Owned corporate and 10-property design system, reducing production time 40% and elevating brand consistency across 200+ assets.
- Led UX audit and responsive web framework; increased site engagement 25% within the first quarter post-launch.
- Partnered with Marketing, Product, and Sales to ship motion graphics, email, paid social, and sales decks that shortened the sales cycle 15%.

House of Revenue

Jun. 21' – Feb. 24'

Brand Director

- Built and governed end-to-end brand systems for 15 SaaS & fintech clients, driving an average 30% lift in qualified-lead conversion.
- Mentored designers and non-design stakeholders on system adoption, ensuring inclusive design across global teams.
- Produced illustration libraries and motion templates that accelerated campaign launches 3x.

SharpSpring by Constant Contact

Apr. 19' – Dec 21'

Graphic & Web Designer

- Designed paid social, landing pages, and email templates contributing to 20% YoY growth in marketing-qualified leads
- Collaborated with Product & Engineering to align in-app visuals with the brand, improving usability and NPS.