

Austin Gregory

Product Designer

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WORK EXPERIENCE

Product Design Intern — BMW Designworks + LA-Tech.org, Santa Monica, CA | Jul – Aug 2025

- Created Heart of Westwood, a centralized multimodal mobility hub concept. Designed to cut congestion and close first and last-mile gaps for transportation in Los Angeles.
- Designed a multimodal AI agent for voice-first kiosks that surfaced the right UI, routes, location guides, and service info on demand.
- Repurposed an existing parking structure across the new Metro D-Line, added a direct pedestrian tunnel, and stacked an indoor plaza, street level bus bay, and green terrace.
- Led deep research and rapid iteration; delivered floor plans, sketches, renders, and a digital kiosk prototype; presented the concept to Designworks global leadership.

Freelance Product Designer — AG Design, Los Angeles, CA | Sep 2022 – Jul 2025

- Engaged in freelance projects that focused on product design, branding design, and graphic design. Collaborating closely with clients to meet diverse goals.
- Delivered high quality design solutions for national initiatives such as USA Reads by the World Literacy Foundation.
- Managed timelines and integrated client feedback to deliver polished results.

Founder & Designer — Vero Authentic, Chicago, IL | Aug 2018 – Oct 2020

- Founded and led a clothing brand that championed authenticity among young adults.
- Created a functioning custom website and digital experience for customers.
- Built the full brand system; logo, packaging, and digital marketing to grow presence.
- Conducted market research and iterative design to achieve a successful brand and product launch.
- Organically sold hundreds of clothing pieces, generating tens of thousands of dollars in profits.

Packaging Design Intern — Create-It Packaging, Chicago, IL | Jun 2018 – Aug 2018

- Assisted in the production of custom packaging for major brands by refining CAD designs and operating CNC machines for precise results.
- Collaborated with the design team to refine prototypes and meet strict quality specs.
- Supported quality control and helped streamline the efficiency of the assembly process. Directly leading to quicker production lead times.

ACADEMIC PROJECTS

Santa Monica College, Santa Monica, CA

Product Designer — AI Mood Logger + Coaching App | Spring 2025 (12-week project)

- Collaborated to create LOGOS, an AI agent paired with a physical mood logger. Designed to help men build healthier habits, reduce harmful online pull and improve mental health.
- Conducted deep research and user testing, then built high-fidelity digital and physical prototypes with a minimal brand/UI and mood telemetry synced to the app.

UX/UI Designer — AI Assistant for Seniors | Fall 2023 (12-week project)

- Built an AI-powered interface that streamlines seniors' access to essential community services.
- Developed detailed wireframes and interactive prototypes integrating user research and feedback to simplify class registration and daily service inquiries.
- Conducted comprehensive user research and usability testing to ensure the solution addressed physical, digital, and accessibility challenges.

UX/UI Designer — Podcast Website | Fall 2022 (16-week project)

- Designed the "Doing What Works" podcast site to clearly communicate sustainability content.
- Built an interactive prototype and a clear information architecture for improved navigation.
- Iterated with stakeholder feedback to refine content presentation and overall UX.

EDUCATION

Santa Monica College
Santa Monica, CA

B.S. Interaction Design

Anticipated June 2026

A.S. Graphic Design

June 2024

SKILLS

UX/UI Design
UX Research
AI Integrations
Web Design
3D Modeling

RESEARCH METHODS

Usability Testing
Heuristic Evaluation
User Interviews
Surveys

DESIGN METHODS

Iterative Design
Mock-Ups
Prototyping
Wireframing
Journey Mapping

DESIGN TOOLS

Figma
Webflow
Adobe CC:
Photoshop
Illustrator
InDesign
Premiere
XD
Auto CAD
Notion