guay.

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KNOW-HOW:

Figma	HTML / CSS / JS	**APTITUDE:**	Brand Systems	Design Systems
Adobe CC	AI Workflows		Marketing Websites	Client Leadership
Webflow & Framer	Motion Design		Creative Direction	Conversion Strategy

EDUCATION:

Johnson & Wales University   **September 2016 – August 2019**
Providence, RI

Bachelor of Science in Graphic Design & Digital Media
GPA 4.00 | Dean's List | S.H.A.R.P. – Accelerated Degree Program Participant

EXPERIENCE:

UX & Visual Designer   **March 2022 – Present**
Sprout Studios | Boston, MA

- Lead UX/UI and product design initiatives, leveraging research insights and iterative design to develop intuitive apps and websites, ensuring seamless user experiences from wireframes to final handoff
- Craft compelling brand identities and visuals, delivering impactful print, digital, and motion designs across industries, collaborating with industrial, graphic, and UX/UI teams to drive cohesive storytelling

Digital Designer   **March 2020 – March 2022**
FireTeam | Providence, RI

- Facilitated creative development for nine direct-to-consumer brands, driving advertising, brand growth, and product launch campaigns across digital and social platforms
- Partnered with clients on organic social and e-commerce strategy, optimizing flows and product-market fit, driving a 15–25% increase in online conversion rates and 200%+ annual revenue growth

Graphic Designer   **May 2019 – September 2020**
NAIL Communications | Providence, RI

- Managed seven web development projects, integrating UX/UI design and tailored web production to deliver engaging, stakeholder-ready digital experiences
- Coordinated with cross-functional teams on an average of five concurrent advertising campaigns, developing branding, print, and multimedia assets to support marketing initiatives

Independent Brand & Web Designer   **May 2018 – Present**
Self-Employed | Remote

- Led end-to-end brand and website projects, developing sitemaps, wireframes, and high-fidelity designs while implementing front-end builds through hands-on development
- Designed visual identities for clients, delivering brand guidelines, surface pattern designs, packaging, and other collateral, ensuring cohesive brand presence across all platforms

INVOLVEMENT:

Design & Copy Contributor   **May 2022 – July 2023**
The Gravity of Typography (2023)

Graphic Designer & Associate Producer   **February 2022 – May 2022**
Flourish (Short 2022)
Sweden Film Awards & London Director Awards

Design, Build & Social Coordinator   **September 2020 – April 2022**
PVD Community Fridge | Providence, RI

Design Exhibit Showcase   **May 2019 – December 2019**
Johnson & Wales University | Providence, RI
Best Portfolio, Highest GPA & Faculty Choice Awards