



Ross Welborn

rossdesign.co

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Summary

For over 18 years, I've been shaping experiences across environments, print, and digital—building tools, services, and stories for brands big and small, local and global. I'm always evolving my core craft: digging into research, finding clarity in complexity, building systems that scale, testing ideas, and learning through feedback. I thrive on creative thinking and close collaboration—with clients, teams, and anyone ready to make something meaningful.

Skills

Ideas are my starting point—but strategy gives them shape. I turn insights into visual stories and experiences that connect. From digital platforms to print campaigns, I build cohesive design systems that work hard and feel effortless. I bring energy and collaboration to every project, working closely with designers, developers, producers, and content teams to create bold, award-winning work that is impactful.

Communication

Clear, collaborative communicator—presenting ideas with purpose, inviting feedback, and aligning teams around strong creative.

Software

Figma, Adobe Suite, MS 365, Confluence, Jira, Balsamiq, Webflow

Clients

Nationwide • Kansas City Chiefs
Wolters Kluwer • Loomis • Engie
Weatherford • Jobe's Organics
Centerpoint Energy • Alliance
Residential • Taco Cabana
CHI Health • Kensington • GM
Schwab • Boy Scouts of America
Bristow • Primo Water Brands
GCI • Herbalife • Arrow Electronics
F45 Training • Principal • Apollo

Experience

04.2023—04.2025
Merkle
Lead UI Designer/Art Director

09.2019—11.2022
Academy Sports & Outdoors
Art Director

09.2017—09.2019
Decode Advertising
Art Director

04.2017—09.2017
Love Advertising
Art Director

08.2016—03.2017
9th Wonder Agency
Art Director

06.2013—02.2016
The Phillips Agency
Senior Designer

11.2011—05.2013
Civic Plus
Senior UI Designer

04.2007—05.2011
Workshop Design
Environmental Graphic Designer

Education

BFA, Visual Communications
Graphic Design—Kansas State
University, 2006

Certifications

User Experience Design DesignLab
March 2023

Awards

2013 Gold Communicator Award
Senior Designer Council Bluffs, IA
City Website

2016 Houston Silver ADDY
Art Director—Brand Campaign,
2626 Fountainview

2017 Houston Gold ADDY
Art Director—Digital Photography,
U of H Big 12 Conference Bid

2017 Houston Gold ADDY
Art Director—Sales Kit, U of H Big
12 Conference Bid

2018 Houston Gold ADDY
Art Director—Direct Mail 3D/Mixed
Media, Engie
Lead Generation

2018 Houston Gold ADDY
Art Director—Campaign, Engie,
Lead Generation

2020 Houston Gold ADDY
Art Director-Web Based App CHI
St. Luke's Health
Heart Card Creator