

# CANON HASTINGS

As a Brand and Product Designer with strong foundations in visual design and branding, I am an effective storyteller for complex products through a strategic and creative lens. Leveraging Adobe Creative Suite, Figma and Webflow, I craft compelling brand identities and visually cohesive designs that resonate with engaged audiences. I'm an analytical, adaptable, and collaborative designer dedicated to aligning bold branding strategies with business goals, delivering impactful and memorable storytelling outcomes through thoughtful execution.

## EDUCATION

*BA Global & International Studies*  
University of California, Santa Barbara  
Class of 2017, GPA: 3.61

*Figma Masterclass*  
Designership, 2023

*Rigorous Design Study*  
San Diego City College, 2018-2020

*Practical User Research & Strategy*  
Designership, 2024

## EXPERIENCE

### **WeckMethod / Brand + Product Designer / San Diego, CA** March 2021 - Present

- Designed product + led vision for video platform launch solving critical content nesting for scalability (~50k potential users at launch), enhancing UX + enabling new online revenue streams.
- Liasoned between C-suite and engineering firm, managing sprints with technical documentation to reduce costs and conflicts under a bootstrapped budget.
- Launched Webflow site integrating with Hotjar+GA user behavior tracking, improving average conversion rates +16% across five main products
- Conducted user research using survey, user-session observation and A/B test methods to iterate on product designs, improving UX by 12% pre-launch.
- Directed, managed videographers on brand-aligned ad content via ongoing 3-week sprint initiatives and capital-intensive product launch campaigns.
- Delivered cohesive art direction, brand, product identity across Shopify + ad channels and five new proprietary product launches.
- Directed, produced video content for digital ad campaigns under a 400k budget across Meta, Twitter(X), Instagram, and TikTok.
- Pitched, marketed 6 *Training Packs*, increasing site visibility to result in 6% of total sales (\$34k) since November at 42% margin for a \$1.3M revenue business.
- Applied AI solutions to improve design and advertising workflows efficiency.

### **Kramer Design / Graphic & Web Designer / San Diego, CA** July 2019 - April 2020 (laid-off due to Covid-19)

- Designed digital ads and press production for product packaging to reoccurring local and international clients, adhering to strict deadlines on a team of four.
- Delivered wireframes + final designs for high-ticket web design projects.

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San Diego, CA. 92110.

**619.952.9250**

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## SKILLS

Stakeholder Management +  
Cross-functional Communication

Strong Business Acumen

UX/UI Design, Wireframing + Prototyping  
(Figma)

Responsive Web Design  
(Shopify, HTML/CSS)

SDLC Agile Sprint Management +  
Technical Documentation

Analytics & Data-Driven Decision Making  
(Hotjar, Google Analytics)

Branding + Product Design  
& Vision

Motion Design & Video Editing  
(Adobe Premiere, After Effects)

AI-Driven Design Prototyping  
(Claude Sonnet AI + Cursor)

Systems Thinking & Designing  
for scale in Early Stages

User Research  
(Surveys, A/B Testing)

## TOOLS

Adobe Creative Suite

Figma (Auto-Layout) + Webflow

Shopify, Shopify Theme Editor

Claude AI Sonnet 3.5 + Cursor AI

Microsoft Excel

Google Analytics + HotJar

Pivotal Tracker

VS Code

**Tribute / Video & Content Production Intern / New York, NY**  
January 2018 - September 2018 (budget constraints prevented full-time opportunities)

- Represented the company at multiple conferences as an ambassador and booth host, pitching the product to interested parties
- Edited customer "Tribute" reels, working with customers to assure satisfaction
- Edited corporate speaker reels and social media assets for CEO

**Rolling Stone Magazine / Video Production Intern / New York, NY**  
September 2017 - February 2018 (full-time position rescinded due to corporate M&A)

- Self-directed ideation + research initiatives, drafting and pitching content concepts for multi-episode series ideas to the Dept. head
- Media Department equipment and content budgeting and expense-tracking

**X by Gottex / Photography & Digital Content Intern / New York, NY**  
June 2017 - September 2017 (budget constraints prevented full-time opportunities)

- Shot model and product photography and video for press kits, website, social media content and managed content application

**SELECT PART-TIME & FREELANCE ENGAGEMENTS**

**Student Athlete Score / Brand + Product Designer / San Diego, CA**  
March - June 2024

- Delivered MVP product design adhering to high-pressure investor deadlines.
- Presented design reviews to consultation meetings with renowned design agency Final Final, implementing actionable feedback

**Built Well For Birth / Design Partner / San Diego, CA**  
April 2023 - Present

- Branded company and produced video programming, supporting digital launch
- Designed investment pitch decks and actively pursued capital-raising initiatives

**Sugoi Digital (Shopify Dev. Agency) / UX/UI Designer / San Diego, CA**  
September 2023 - January 2025

- Designed custom Shopify themes using Liquid and HTML injection, converting inbound leads to recurring client retainers

**Hastings Imagery & Design / Freelance Design, Media, E-Comm.**  
San Diego, CA, September 2019 - August 2022

- Created promotional designs and photography for local clients while self-promoting physical products

**AREAS OF INTEREST**

Operations + Tooling Optimization  
User Research + Analytics  
Business Acumen & Accretive Outcomes  
International Market Expansion Strategy  
Product Management + Strategy  
Product & Offer Development  
+ Distribution

**SELF-STUDY TOPICS**

Product Management  
Business Acumen  
User Research + Analytics  
International Market Expansion Strategy  
Product Design & Management + Strategy