

Remy Usman

Senior Graphic Designer Philadelphia, PA

remyu.studio
remyustudio@gmail.com
in @remyusman

Experience

Confidential Consumer Brand

Senior Designer (Contract) May 2026 – Present

- Develop and execute creative for campaigns across paid social, web, in-app, OOH, CTV & OLV, and other marketing channels.
- Storyboard, design, styleframe, and animate motion assets for social, studio templates, and marketing deliverables.
- Experiment with and apply AI tools to generate concepts, scale design, and visualize ideas for stakeholder alignment.
- Navigate ambiguity and shifting priorities while maintaining quality, consistency, and attention to detail.

GoGuardian & Pear Deck Learning

Visual Designer Nov 2020 – December 2025

- Led the refresh of GoGuardian's visual identity, modernizing the brand and strengthening cross-product cohesion for a division contributing 75% of company revenue.
- Designed an RFP presentation deck for a major education client, contributing to a \$7M purchase.
- Redesigned newsletter visuals and CTAs, driving a 118% increase in click-through rates among 1.1M subscribers.
- Recommended and implemented UX optimizations that increased product page conversions by 5%.
- Key contributor to Pear Deck Learning's rebrand, unifying four distinct products under one cohesive brand identity to improve recognition and consistency.
- Art directed and managed freelancers and agencies, ensuring quality, accessibility, brand consistency, and alignment with creative goals across diverse projects.
- Partnered with product teams to build and refine component libraries and design systems, improving visual and UX consistency across web, app, and marketing platforms.

Select Clients: Hirevue, CodePath, Kooth Digital Health

Freelance Brand & Visual Designer May 2018 – Present

- Lead and execute creative development across brand, campaign, and event projects, establishing visual direction and guiding work from initial concepts through final delivery.
- Translate client goals into cohesive visual systems across touchpoints, developing logos, brand guidelines, responsive web designs, presentations, and marketing materials.
- Manage client relationships and develop project scopes, schedules, and deliverables for startups and global media companies.

Skills

Design

Brand & Identity Design
Art Direction
Creative Strategy
UI & Digital
Web Design
Motion Graphics
Print & Editorial
Event & Swag
Project Management
HTML, CSS

Software

Adobe CC (Photoshop, Illustrator, InDesign, After Effects)
Figma (Design, Motion)
Canva
Google Workspace
Microsoft Office
Jira
Wrike
Slack

Recognition

Growth Team Impact Award

GoGuardian, 2025

Education

Boston University, Boston, MA

B.F.A. in Graphic Design
magna cum laude

Selected for the BUild Innovation Pathway Incubator to develop Charcoal Magazine, an independent design publication.

Languages

French, Proficient
English, Native