



## Education

Southern Utah University:  
Cedar City, UT  
BFA Graphic Design  
2017 -2022

## Capabilities

### Design

Brand Identity  
Logo Systems  
Typography  
Layout Design  
Motion Graphics

### Marketing

Asset Systems  
Brand Consistency  
Team Collaboration

### Tools

Adobe Creative Suite  
Webflow  
Figma  
Klaviyo  
Clickup

# Drury Cauby

## Digital Marketing Designer

## Summary

Mid-level graphic designer with 3 years of in-house marketing experience producing high-volume paid media and email creative. Designed 1,000+ digital ad variations and 300+ email headers for a national brand, including major partnership initiatives. Experienced in brand systems and performance-driven advertising.

## Experience

### Graphic Designer / Balance of Nature

Nov 2022 - Jan 2026 / Full-Time, then Contract

- Produced paid ad variations weekly, contributing to 1,000+ campaign assets across a national supplement brand.
- Designed and built 300+ compelling email headers while maintaining brand standards and conversion.
- Transitioned from email marketing to sole digital ads designer for 9+ months, supporting major partnership initiatives under tight weekly deadlines.

### Graphic Designer / Cool Deck Coating

Aug 2025 - Present / Remote

- Led full website rebuild in Webflow, replacing outdated infrastructure and modernizing brand presence.
- Designed website visuals and paid media assets to support service-based marketing campaigns.
- Maintained cohesive brand presence across website and paid media assets.

### Graphic Designer / Cauby Creative LLC

Mar 2023 - Present / Remote

- Develop logo systems and brand guidelines for growing businesses across health, fitness, agriculture, and startup sectors.
- Design high-converting digital ad creative for companies running paid social and display campaigns.
- Collaborate with founders and marketing teams to align brand identity with paid media campaigns.

## Portfolio

[www.caubycreative.com](http://www.caubycreative.com)

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