

Ethan Hilliard

Product & Visual Designer | Los Angeles, CA 90066 • [LinkedIn](#) • [Portfolio](#)

Experience

Lead Designer

Raiinmaker | 2022 – Present

Product Design (UI/UX)

- Led end-to-end product design process including user research, wireframing, prototyping, and high-fidelity mockups for Raiinmaker's app and admin portal, as well as Coiin.ai and Fanquest
- Developed design systems, component libraries, and interaction guidelines for an AI video validation and capture pipeline
- Collaborated with product managers and engineers in Agile sprints, contributing to feature roadmaps and iterative design improvements

Graphic Design

- Designed pitch decks, investor decks, and one-pagers that effectively communicate complex blockchain, AI, and data compliance concepts to enterprise clients and investors
- Translated technical offerings into clear, compelling visuals aligned with brand strategy
- Created digital ad campaigns, motion graphics, and social media content for Raiinmaker, Coiin.ai, and Fanquest that boosted awareness and community engagement
- Designed partner-branded media to support ecosystem collaborations (e.g., Aethir, OG, SEI)

Web Design

- Designed and optimized websites and landing pages for Raiinmaker, Coiin.ai, and FanQuest, focusing on responsive layouts, SEO, and conversion funnels.

Graphic Designer

The Cheese Store of Beverly Hills | 2022 – Present (Freelance)

- Created custom packaging, labels, and retail materials for in-house products and imported goods
- Designed print and digital product guides & menus
- Designed marketing materials and in-store signage
- Modeled and visualized a custom pasta shape in Blender
- Delivered mockups to communicate design intent for production and marketing purposes

Founder / Creative Director

A Month @ | 2025 – Present

- Built a functioning interactive photography system for coffee shops focused on highlighting community engagement and strengthening brand loyalty
- Coordinated with venue owners to establish partnerships and manage installations
- Develope, scan, and edit film photos, then curating them into a monthly printed zine displayed at the establishment
- Produced digital content strategies into engaging social media campaigns for each venue
- Balanced roles across creative direction, photography, graphic design, marketing and print design

Skills

Product Design

User Experience, User Interface, Wireframing, Low-High Fidelity Mockups, Interaction Design

Graphic Design

Branding, Typography, Iconography, Book Design, Web Design, Stylesheets and Guidelines, Social Media

Software

Figma, Illustrator, Photoshop, InDesign, AfterEffects, Premier Pro, Lightroom, Google Veo 3, Leonardo AI, Lottiefiles, Blender (working knowledge), HTML, CSS, Webflow, Wix

Other Skills

Photography (digital, mobile, film), Drawing, Painting, Videogaphhy/Cinematography

Education

Southern New Hampshire University

B.A. Graphic Design and Media Arts | 2020–2021

University of Connecticut

Bachelor of General Studies | 2014–2018

Contact

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