

# PEYTON ELLEN O'DONOGHUE

Graphic & UX/UI Designer | Brand Strategist

## CONTACT INFORMATION

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## PORTFOLIO

www.peytonod.design

## EDUCATION

Bachelor of Science in Graphic Communications  
College of Business  
Clemson University

## SKILLS

UI/UX Research and Design

Usability Testing

Graphic Design

Brand Strategy

Print & Digital Marketing

Data Visualization

Understanding of Search Engine Optimization

Project Management/Workflow Refinement

Pre/Post Print Production

Packaging Design

Large Format/Trade show Design

Working Knowledge of HTML/CSS

## PROFICIENCIES

Adobe CC                      Mouseflow

Illustrator                      Hotjar

Photoshop                      Sketch

Adobe XD                      Duda

InDesign                      Elementor

Figma                              Sales Force

Wordpress                      Asana, Teamwork, Jira

Google Analytics              Slack

Ustesting                        Office 365

Userbrain                        Google Docs Editor Suite

## ORGANIZATIONS

AIGA, DC

Delta Delta Delta, Beta Theta Chapter

## EXPERIENCE

### KANOPI STUDIOS | UX STRATEGIST AND DESIGNER

Remote (North America) | 11.2021 - 10.2023

Work closely with Kanopi's team to design/create beautiful front-end experiences and tackle complex problems in a team-oriented environment.

Conducting user research through website life cycle from open-ended discovery to concept testing, including:

- Analytics review, surveys, various user testing, IA, personas, and user journeys.
- Synthesizing research techniques and data insights that lead to actionable data-driven recommendations.

Review, analyze, and provide insights to ensure visuals align with both user and business objectives.

Lead clients through and participate in Discovery and UX work sessions. Create project deliverables, including user flows, customer journey maps, IA, site maps, wireframes, etc.

Approach User Experience deliverables using an atomic design principle methodology, streamlining the user interactions for visual implementation into pattern libraries, etc.

Creating mood boards, pattern libraries, full layouts, user interfaces, using a strategic approach based on agreed-upon goals, user stories, and any other discovered input from the Kanopi team and clients.

A deep understanding of the opportunities and limitations of the web medium, as well as information flow, accessibility, readability, and interface usability principles to create design solutions that are not only visually beautiful but also translate into highly functional, legible, and easy to use web pages and user interfaces.

Create responsive user-centric website designs (mobile-first).

Participate in client meetings and workshops, leading visual design conversations.

Contribute to website visual design direction and collaboration with the creative team.

Review designs with the internal project team to ensure: the goals of the strategy are communicated visually, that visuals are on brand and meet the clients' needs, and that my work is estimated and delivered within the client's budget and timeline.

Anticipate and flag issues, requests, and other factors that could alter the project's scope of work, budget, timelines, etc.

Working closely with development to provide final files in an appropriate format to themers. Answer questions that may arise in the process of executing design's functionality that supports the direction of the new website.

### AMERICAN PSYCHOLOGICAL ASSOC. | GRAPHIC & UX DESIGNER

Washington, DC | 05.2020 - 10.2021

Competency with fundamental design principles, typography, color theory, and the ability to follow brand guidelines while being able to extend the brand to its fullest possible expression.

Strong organizational skills and the ability to self-manage multiple projects in a fast-paced environment with the ability to multi-task, work efficiently, contribute ideas, participate in meetings, and collaborate with others to meet deadlines.

Introducing Figma to both the creative and web team as the main tool to be used in the overhaul/redesign of the APA website.

Leading the creation, organization, and revamp of our design library using Figma, while collaborating with the development team to establish the new standards and functionality that supports the direction of the new website.

Full understanding of responsive web development/functionality, HTML/CSS and the ability to apply relevant knowledge throughout all website design updates.

Conceive and implement designs for an array of print and digital projects including publications, campaign graphics, advertisements, data visualization and info-graphics, event materials, and presentations.

## MARSTUDIO, INC. | ART DIRECTOR

Rockville, MD | 09.2018 - 04.2020

- Ability to articulate ideas and generate concepts with respect to the client's specified marketing initiatives, strategic positioning, and target audience.
- Capable of tactfully establishing a brand's identity and ensuring that the integrity of the branding is evident in all collateral produced by the design team.
- Full understanding of responsive web development/functionality, SEO and the ability to apply relevant knowledge throughout the wireframing, design, and development phase of website production.
- Collaborating with the development team through the web design process to guarantee the hand-off runs smoothly.
- Competency with fundamental design principles, typography, color theory, and ability to share insight with team members to promote growth.
- Proficiency presenting design concepts and marketing strategies both to clients and to the design team.
- Ability to problem-solve and/or provide detailed instructions/training, both with the team internally and with clients.
- Reviewing works produced by the design team, providing feedback and direction to refine prior to client review.
- Ability to take constructive criticism or feedback from Chief Creative Officer and team to enhance all work that is individually produced.
- Work closely with Project Director to assess each project in order to prioritize and delegate work based on the client's timeline and team members' skill sets and workload.
- Understanding of Google, Facebook, Instagram Ads and Boosted posts.

## MOD DISPLAYS | PRODUCTION ARTIST

Harrissonburg, VA | 1.2018 - 09.2018

- In-depth technical application of elements pertaining to image resolution, color profiles, file formats, fonts, and vector or raster-based graphics.
- Meticulous attention to detail and the ability to multitask in a fast-paced, deadline oriented environment.
- Ensuring final design files accurately reflect design principles while meeting the designated vendor's established print specifications.
- Ability to review and resolve any errors found during the preflight process.
- Ability to effectively communicate with a wide range of clients via phone or email in order to move each project to the next phase.

## PURPLE TUNA TEE'S | CREATIVE DESIGN INTERNSHIP

Greenville, SC | 5.2014 - 08.2014 | 10.2015 - 12.2015

- Contributing as a member of the creative design team, as well as individually, to produce visually compelling graphics to meet each client's unique expectations.
- Conscientiously creating all designs for either screen print or dye sublimation application.
- Implementing knowledge of the screen print processes in regard to 4 color process, spot color process, substrate selection, color matching and screen production (mesh count, coating, exposure, reclaim, and setup).

## **BOURDON & TORTOLERO, PLLC | GRAPHIC AND UX/UI DESIGNER**

Remote | 05.2020-05.2023

Brand Assessment, final logo design, and brand identity creation

UX/UI design of the website and ongoing site management

Creation of various marketing materials and stationery brand collateral

Ad design for a marketing campaign

## **JSS (JENNIFER SIMONE SCHWARTZ) | GRAPHIC AND UX/UI DESIGNER**

Remote | 12.2021-4.2022

Brand Assessment, final Logo design, and Brand Identity creation

UX/UI design of the new website

Creation of various marketing materials and stationery brand collateral

Content strategy for website structure (direction to copywriter)

## **SNAPPY SNACKS, LLC | GRAPHIC DESIGNER**

Remote | 02.2020-07.2021

Rebrand Assessment, final logo design, and brand identity creation

Image selection and design suggestions to improve the website

Packaging label design for product's offered

Ad design for marketing campaign

Email Marketing

Social media templates for client use on Instagram and Facebook

## **LOVE AND FLOUR, VA | GRAPHIC DESIGNER**

Remote | 11.2020-07.2021

Brand assessment, final Logo design, and brand identity creation

Icon library creation for use across social media and future website update

Creation of stationery brand collateral and rewards card

Sticker design to add customization to packaging

Social media templates for client use on Instagram and Facebook

## **GRAHAM, POIROT, & CASERES CPAS, LLC | GRAPHIC DESIGNER**

Remote | 02.2021-04.2021

Brand Assessment, final Logo design, and Brand Identity creation

Creation of stationery brand collateral and rewards card

## **CONDUCTING USABILITY TESTING | INTERACTION DESIGN FOUNDATION**

Remote | 09.2023

[View Certification](#)

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## **ACCESSIBILITY: HOW TO DESIGN FOR ALL | INTERACTION DESIGN FOUNDATION**

Remote | 06.2023

[View Certification](#)

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## **EMOTIONAL DESIGN — HOW TO MAKE PRODUCTS PEOPLE WILL LOVE | INTERACTION DESIGN FOUNDATION**

Remote | 06.2023

[View Certification](#)

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## **MOBILE UX STRATEGY: HOW TO BUILD SUCCESSFUL PRODUCTS**

Remote | 09.2023

[View Certification](#)

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## **GESTALT PSYCHOLOGY AND WEB DESIGN: THE ULTIMATE GUIDE | INTERACTION DESIGN FOUNDATION**

Remote | 04.2023

[View Certification](#)