





Russ Ault

User-Centric Designer &
Frontend Developer

CONTACT

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CORE SKILLS

- UI/UX Design
- Frontend Development
- Responsive Web Design
- User-Centered Design
- Brand Strategy
- Email Marketing
- Print & Digital Campaigns
- Web Product Optimization
- Project Management
- Cross-Functional Collaboration
- Client Relationship Management
- Strategic Problem Solving
- Leadership

TECHNICAL SKILLS

Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Premier), Figma, WordPress, Webflow, Framer, HTML/CSS, AI Imagery, Video Editing, Color Grading

EDUCATION

Graphic Communications

Rocky Mountain College of Art + Design | 2011-2013

PROFESSIONAL SUMMARY

I am a Graphic Designer with over 10 years of collective experience, specializing in web design. Proficient in both digital and print mediums, I create cohesive visual solutions tailored to each client's unique brand and objectives. My skills include front-end development, UI design, email marketing, and branding. By combining data-driven insights with creative skills, I deliver impactful and engaging results.

EXPERIENCE

Graphic Designer / Frontend Developer

Hybrid Marketing CO | Denver CO

07/2021 – 09/2023

- Designed and developed visually appealing, user-focused websites and design systems. Prioritized visual consistency, readability, and attentive design to create optimal user experiences.
- Spearheaded web product optimization by creating mood boards, developing mockups, and establishing UI guidelines, resulting in a 25% improvement in user satisfaction and enhanced product differentiation.
- Designed print campaigns, magazine ads, programmatic ads, and email templates, boosting brand visibility and increasing sales through targeted marketing strategies.

Marketing Director

Unique Properties | Denver, CO

02/2020 – 05/2021

- Oversaw comprehensive management of company communications and brand in commercial real estate, executing strategic campaigns for 32 brokers and the executive team.
- Managed editorial direction, social media, press releases, design, and distribution of organizational collateral, emphasizing reputation building and client base expansion.

Digital Marketing / Frontend Developer

Univera | Seattle, WA

01/2019 – 11/2019

- Coordinated social marketing initiatives and implemented web and social media strategies, resulting in a 20% increase in brand awareness and enhanced promotional effectiveness.

Production Lead

Planomatic | Denver, CO

03/2016 – 04/2018

- Achieved a 95% client retention rate through high-quality color correction and retouching services.
- Supervised a 12-member production team, enhancing team efficiency and boosting customer satisfaction through effective management and coordination.