





# Russ Ault

Graphic Designer &  
Brand Strategist

## CONTACT

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-  [russ.studio](http://russ.studio)
-  [russault@gmail.com](mailto:russault@gmail.com)
-  (303) 961-8476
-  [LinkedIn](#)

## CORE SKILLS

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

## TECHNICAL SKILLS

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

## EDUCATION

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### Graphic Communications

Rocky Mountain College of Art + Design | 2011-2013

## PROFESSIONAL SUMMARY

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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

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### Graphic Designer / Frontend Developer

Hybrid Marketing CO | Denver CO  
07/2021 – 09/2023

- Designed and developed user-focused websites and design systems for multiple clients, ensuring visual consistency and optimal user experiences.
- Led web product optimization with mood boards, mockups, and UI guidelines, improving user satisfaction by 25% across various projects.
- Created print campaigns, magazine ads, programmatic ads, and email templates, boosting brand visibility and driving sales for both clients and our brand.

### Marketing Director

Unique Properties | Denver, CO  
02/2020 – 05/2021

- Led strategic communications and branding efforts in commercial real estate, executing campaigns for 32 brokers and the executive team to enhance reputation and expand the client base, including proposals with top producers and Greystar apartment contracts.
- Directed editorial content, press releases, collateral design, and distribution; managed agent onboarding, website upkeep, newsletters, social media, and trade show presentations.

### Digital Marketing / Frontend Developer

Univera | Seattle, WA  
01/2019 – 11/2019

- Spearheaded social marketing initiatives in collaboration with Sales and Marketing, driving product education, promotions, and trade show events through strategic website and social media campaigns that boosted brand awareness, increased web traffic, and elevated sales

### Production Lead

Planomatic | Denver, CO  
03/2016 – 04/2018

- Built and maintained strong relationships with nationwide clientele and top producers, delivering exceptional color correction and retouching services to drive client retention.
- Collaborated bi-weekly with Field Operations leadership to enhance photographer quality and ratings, while overseeing a 12-member production team to ensure excellence in customer service, production management, and product quality.