

CASEY TAYLOR

Huntsville, AL | Remote | colorcaseart@gmail.com | (214) 500-3294 | colorcaseart.com | linkedin.com/in/caseytaylor/

PROFESSIONAL SUMMARY

Senior UX/UI Designer | Conversion-Focused Web & Brand Design

Senior designer and creative director with 15+ years of experience spanning web design, UX-focused interfaces, conversion design, branding, and multi-channel marketing. Designed and launched 50+ websites and application interfaces while supporting measurable business outcomes, including a 133% increase in qualified paid search leads and \$5M in new commercial contracts. Experienced in translating business goals into clear, engaging digital experiences and cohesive brand systems.

CORE EXPERTISE | SKILLS

UX/UI Design | Web Design | Conversion-Focused Design | Landing Pages | User Experience | Application Interfaces | Brand Systems | Creative Direction | Digital Marketing | Marketing Design | Email Design | Print & Digital Design | Figma | Adobe Creative Suite | Sketch | Canva | HubSpot | Asana | Jira | ClickUp | Zoho

ACHIEVEMENTS

- Drove a 100% increase in agency revenue and 50% improvement in client retention through creative direction and cross-functional marketing initiatives.
- Helped secure \$5M in new luxury commercial contracts by repositioning a retail-focused design campaign toward B2B builders.
- Redesigned the user experience and buyer journey for a major lender, contributing to a 133% increase in qualified paid search leads for high-value loan portfolios.
- Reduced customer acquisition cost from \$3,000 to \$300 through targeted creative and brand strategies across 35 corporate locations.
- Delivered a new property from \$0 revenue to full occupancy before its grand opening through focused brand and marketing execution.
- Partnered with developers to design and launch 50+ websites, combining visual design, usability, branding, and conversion-focused thinking.

PROFESSIONAL EXPERIENCE

Spectacle Sports | Washington, D.C. | Jan 2026 - Present

Brand Designer

- Develop brand identities and visual systems that establish clear, recognizable positioning across digital and physical marketing channels.
- Create logos, brand collateral, trade show materials, postcards, one-pagers, business cards, and advertising assets for sales and marketing initiatives.
- Design campaign materials around audience needs, business objectives, and consistent brand messaging across customer touchpoints.
- Develop print and digital creative that supports sales teams, strengthens market visibility, and communicates brand value at industry events.
- Translate new visual identities into cohesive marketing materials that maintain consistency across multiple formats and channels.

CMC Media & Marketing Group | Chattanooga, TN | Apr 2024 - Jan 2026

Graphic Designer

- Designed and developed sales landing pages with a focus on user experience, customer journeys, and conversion goals.
- Designed complete websites in Figma, creating cohesive visual systems and intuitive digital experiences

across client projects.

- Developed and optimized visual assets for client websites and blogs to strengthen messaging and improve digital brand presence.
- Created professional email templates that aligned communications with established brand identities and marketing objectives.
- Supported web and digital marketing projects from concept through final production, balancing visual quality with business and campaign requirements.

Search & Convert | Austin, TX | Nov 2019 - Jul 2023

Creative Director

- Led creative direction across client projects, contributing to a 100% increase in agency revenue and 50% growth in client retention.
- Developed multi-channel marketing campaigns across web, digital messaging, and physical collateral, helping reposition a retail campaign toward B2B builders and secure \$5M in new luxury commercial contracts.
- Designed and built websites and application interfaces for a major lender, overhauling the user experience and buyer journey and contributing to a 133% increase in qualified paid search leads.
- Created conversion-focused brand and marketing strategies across 35 corporate locations, reducing customer acquisition cost from \$3,000 to \$300.
- Helped launch a new property from \$0 revenue to full occupancy before opening through targeted creative, branding, and marketing execution.
- Mentored designers and provided feedback on creative work and client communications, supporting stronger team performance and consistency.

KASASA | Austin, TX | Nov 2008 - Mar 2016

Senior Designer

- Partnered directly with developers to design and launch 50+ websites, supporting stronger user engagement and conversion-focused experiences.
- Created marketing materials for finance-industry clients, adapting visual concepts to meet specific business and communication needs.
- Developed brand systems from the ground up, creating consistent visual identities across client marketing and digital touchpoints.
- Supported projects from concept through execution while balancing client requirements, visual standards, and production needs.
- Mentored peers and provided constructive creative feedback, helping strengthen team communication and design quality.

EDUCATION

- **University of North Texas | Denton, TX**
Coursework toward B.A. in Design, Communication Design
- **Texas Tech University | Lubbock, TX**
Coursework toward B.A. in Graphic Design

TOOLS

- Figma | Adobe Illustrator | Adobe Photoshop | Adobe InDesign | Sketch | Canva | HubSpot | Zoho | Asana | Jira | ClickUp | Google Workspace | Microsoft Office
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