

Corbin Moffitt

UX/UI Design · Brand & Visual Design · Growth & Performance Design

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PROFESSIONAL SUMMARY

Senior digital designer with 7+ years across brand identity, web/UX, and performance marketing. Most designers lean creative or analytical -- I've built both, using performance data to sharpen creative decisions and a fine arts background to bring real visual craft to work that usually just ships. Track record includes a **63% conversion rate lift** at Linear Design and contributing to **growing a D2C apparel brand from \$550K to nearly \$1M in annual revenue** at Disruptive Advertising. Currently pursuing a B.S. in User Experience Design at WGU. Looking for a team where sharp creative and measurable results both matter.

CORE SKILLS & TOOLS

UX/UI Design: User Research, Wireframing & Prototyping, Interaction Design, Information Architecture, User Flow Mapping, Responsive Web Design, Accessibility (WCAG), Usability Testing, A/B Testing, CRO

Visual Design: Brand Identity, Art Direction, Typography, Layout & Composition, Color Theory, Design Systems, Campaign Design, Print & Digital Collateral, Motion Graphics

Growth Design: Landing Page Optimization, Paid Media Creative (Meta, Google, Pinterest, LinkedIn), Ad Creative Development, Email Design, Conversion Funnel Design, Performance Analytics, Data-Driven Design

Tools: Figma, Adobe CC (Photoshop, Illustrator, After Effects, InDesign, XD), Webflow, Framer, Unbounce, Hotjar, Canva, Miro/FigJam, Meta Ads Manager, Google Ads, HTML/CSS (basic)

AI Tools: Midjourney, Firefly, Sora, ChatGPT, Claude, Cursor, Relume, Replit, Lovable

Soft Skills: Creative Direction, Cross-Functional Collaboration, Client Communication, Business Alignment, Presentation & Storytelling, Project Management

EXPERIENCE

Senior Digital Designer | [Linear Design](#)

May 2025 – Present

United States · Remote

- Work directly with account managers on creative strategy, art direction, and production of paid media assets across Google and Meta campaigns.
- Design, build, and optimize landing pages end-to-end in Figma and Unbounce; track post-launch performance through Unbounce analytics and Hotjar to inform iteration.
- Drove a **63% conversion rate lift (5.5% to 9.02%) within 30 days** on an internal marketing campaign through landing page redesign and structured A/B testing.
- Direct creative on motion and video deliverables in collaboration with a motion designer, owning art direction and briefing without handling production.

Contract Designer | [Design Silk](#)

Sep 2025 – Present

United States · Remote

- Lead full-scope design engagements for clients spanning brand identity, web design, design systems, and campaign assets from brief through final delivery.
- Function as the primary creative resource, managing project timelines and client communication end-to-end.

Freelance Designer | [Self-Employed](#)

Feb 2023 – Aug 2025

United States · Remote

- Worked with Designity (2023–2025) as a web and UX designer across client accounts, delivering responsive websites, scalable design systems, and marketing assets.
- Produced paid social and email creative for Hey Bud Skincare (2024–2025) across Meta and Pinterest, focused on engagement and ROAS performance.
- Supported Uptempo (Apr–Jul 2025) with LinkedIn ads, display campaigns, and event materials aligned to their brand and lead gen goals.

Senior Graphic Designer | [Disruptive Advertising](#)

Jul 2021 – Oct 2024

United States · Remote

- Primary designer on a 10+ client roster running performance campaigns across Meta, Google, Pinterest, LinkedIn, and email.
- Worked closely with social and email strategists who reported key metrics back to me, including conversion rates and CTRs, and used that data to drive creative decisions on format, copy testing, and visual direction.
- Helped grow Kirrin Finch, a D2C apparel brand, from **\$550K to nearly \$1M in annual revenue** through paid social and email creative; identified Pinterest as a new channel that outperformed expectations.
- Built production workflows that scaled output across multiple brands without sacrificing quality or turnaround time.

Graphic Designer | [Ryan Smith Automotive Group](#)

Mar 2021 – Jul 2021

Chandler, Arizona

- In-house designer for four dealership brands (Porsche, Audi, Volvo, Subaru) covering display ads, social, email, and print across all locations.
- Refreshed showroom and signage creative across dealerships, contributing to stronger in-store brand presence and customer engagement.

Graphic & Web Designer | [Five18 Designs](#)

Jun 2020 – Mar 2021

Chandler, Arizona

- Designed brand identities, websites, vehicle wraps, storefront graphics, and print collateral for small business clients across multiple industries.
- Adapted brand systems to large-format environments including vehicle wraps and environmental signage.

Junior Graphic Designer | [Northstar Home Security](#)

May 2019 – May 2020

Orem, Utah

- First design hire supporting corporate and affiliate marketing across flyers, infographics, web and mobile assets, email, social, and branded merchandise.
- Juggled concurrent projects across teams using Asana, getting comfortable with fast-moving priorities early in my career.

EDUCATION

B.S. User Experience Design (In Progress) | [Western Governors University](#)

Dec 2024 – Jun 2027

Remote · Competency-based

Covers UX research, prototyping, visual design, UI/UX principles, accessibility, and innovation. Earned certificates in Strategic Thinking & Innovation, Business Power Skills, and Design Foundations.

B.S. Interaction Design (Incomplete, 32 credits) | [Utah Valley University](#)

Aug 2019 – May 2020

Orem, Utah

A.S. Web Design | [Utah Tech University](#)

Jan 2016 – May 2017

St. George, Utah

CERTIFICATIONS & AWARDS

Foundations of UX Design – Google UX Design · Coursera	2025
Build Wireframes & Low-Fidelity Prototypes – Google UX Design · Coursera	2025
Introduction to UX/UI – Skillsoft	2025
Design Principles – Skillsoft	2025
WGU Certificate: Strategic Thinking & Innovation – Western Governors University	2025
WGU Certificate: Business Power Skills – Western Governors University	2025
Excellence Award: Business Environment Applications I – Western Governors University	2025