

Britt Warthen

Senior Brand Designer translating complex technology into enterprise brands through storytelling, digital experiences, and scalable design systems.

SELECTED IMPACT

- Helped secure an \$8M Fortune 500 contract
- Led website migration increasing conversions 148% YoY
- Built investor materials supporting a \$60M Series A
- Designed work used by Microsoft, Gates Foundation, JPMorgan Chase
- Built brand during growth from 20 → 160 employees

WORK EXPERIENCE

Senior Brand Designer | Carbon Direct

PRESENT

- Own the creative vision and execution for Carbon Direct's flagship reports, transforming highly technical climate research into enterprise-ready publications trusted by organizations including Microsoft, JPMorgan Chase, and the Gates Foundation.
- Created the creative operating system that scaled Carbon Direct's design team, bringing structure to planning, reviews, and production while giving teammates a repeatable framework for delivering high-quality work.
- Integrated AI into the creative process to accelerate concept development, content iteration, and team collaboration, enabling faster execution while maintaining a high bar for craft and brand quality.

Brand Designer | Carbon Direct

AUGUST 2022–2025

- Designed the enterprise storytelling and visual identity for Carbon Direct's carbon removal criteria, transforming complex technical standards into a flagship report and microsite that helped secure an \$8M carbon removal agreement and ongoing advisory work with a Fortune 500 technology company.
- Led Carbon Direct's brand refresh and migration from CraftCMS to Framer, redefining the company's digital presence with a scalable website that increased gated content submissions by 187% and boosted conversion rates 148% year over year.
- Led investor-facing design for Carbon Direct's \$60M Series A, partnering with executive leadership to translate the company's vision into compelling pitch decks, launch assets, and fundraising communications.
- Co-developed an accessible data visualization system that transformed complex scientific data into clear, consistent visual narratives across product, marketing, and enterprise reporting.

Freelance designer | aarden.ai

10 WEEKS, JUNE 2025

- Created the brand identity for a pre-seed AI climate startup from the ground up, partnering with the founding team to translate an emerging product vision into a distinctive, scalable brand system.
- Brought the new brand to market by designing and launching the company's website, collaborating with the founder and engineers to create a cohesive digital experience built to scale.

Executive Assistant | Carbon Direct

JANUARY–AUGUST 2022

- Joined Carbon Direct as an Executive Assistant during its Series A growth before earning the opportunity to transition into brand design, progressing to Senior Brand Designer in just three years.



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Portland, Oregon

SKILLS

Brand Strategy
Brand Identity
Creative Direction
Visual Storytelling
Website Design
Design Systems
Product Marketing
Campaign Design
Art Direction
Motion Design

TOOLS

Figma, Adobe Creative Suite, Framer, WordPress, Webflow, Google Suite, Google Analytics, HubSpot, HotJar, Miro, Jira, Claude, OpenAI

SOCIAL

www.linkedin.com/in/britt-warthen