

Colin Freedman

colin-freedman.com
(631) 599 3361
colin.freedman.designs@gmail.com
www.linkedin.com/in/colinfreedmandesign

Experience

Fantasma Collective • Graphic Designer

Jan 2024 - Present | Remote, US

- Developed brand guidelines and supported project strategies to increase company revenue to fund and build out the indie-game development branch.
- Collaborated with the company founder to develop design systems to increase efficiency, productivity, and distribute deliverables in under a week.
- Delivered modern brand packages including logo design, color pallets, type styles and other visual elements to be used through social media posts and campaigns to attract a Gen-Z audience.

Homies • Springboard UX Design

Jan 2024 - Present | Remote, US

- Initiated a project to help young adults effectively communicate, track responsibilities, and foster deep relationships facilitated through healthy competition with their roommates.
- Conducted 4 weeks of secondary and primary user research with a focus group of 3 to 5 participants to iterate early design concepts.
- Analyzed qualitative and quantitative data through affinity mapping, empathy mapping, and persona creation to identify patterns, trends, and key findings.

University at Buffalo • Senior Thesis Art Director

Feb 2023 - May 2023 | Buffalo, NY

- Lead a team of 20 students in conceptualizing, designing, and producing a class art portfolio, showcasing a diverse range of artistic styles and mediums.
- Curated a design template and distributed it to 20 students and provided clear instructions on organizing their artwork according to the template guidelines.
- Provided guidance and feedback on visual design, type hierarchy, and page layout to ensure the final portfolio maintained consistency and quality throughout the design process and met professional standards.

Education

University at Buffalo

Aug 2020 - Dec 2024 | 3.71/4.00 GPA

B.S in Studio Art with a Concentration in Graphic Design

Springboard Certificate

Inprogress | Remote, US

Springboard UX Design Certificate Course

Skills

Design

Information Architecture, User Flows, Wireframing, Prototyping, User Research, Usability Testing, Design Systems, Responsive Web, App Design, Mobile Design, Design for Accessibility

Tools

Figma, Figjam, Photoshop, Illustrator, Cinema 4D, Wordpress, Framer, Miro, HTML, CSS