Orlando Lloyd

Web and Brand Designer

Austin, TX
636) 699-0149
orlandovlloyd@gmail.com
Portfolio
LinkedIn

PROFESSIONAL SUMMARY

Experienced and innovative Web and Brand Designer with a proven track record in creating effective and visually compelling communication for both external and internal audiences. Expertise in strategic marketing asset creation, brand stewardship, and collaborative campaign development in fast-paced environments.

EXPERIENCE

VZN Digital, Austin, TX — *Freelance*

JUNE 2020 - PRESENT

- Develops and executes comprehensive digital and brand design projects, enhancing user experience and visual storytelling in line with contemporary branding trends.
- Leads creative brainstorming sessions for campaign conceptualization, resulting in innovative designs with measurable impact on digital marketing.
- Contributes to team efforts in creating email designs, web banners, and diverse digital experiences, ensuring brand consistency across all platforms.(E.g., one client/brand had none of these things in place and conversion increased by 18%).
- Thrives in dynamic settings, balancing multiple projects with tight deadlines and maintaining a positive, collaborative attitude.

BeeFree.io, Austin, TX(Remote) — *User Experience & Brand Specialist*

OCTOBER 2021 - PRESENT

- Works in synergy with cross-functional teams to refine product designs, focusing on user-centric and brand-aligned strategies.
- Directed the design of marketing assets including email campaigns, web banners, and digital experiences, significantly enhancing brand engagement and reach. (This resulted in an increase in conversion from free subscription to paid subscription by 12% between years 2022 and 2023)
- Maintains brand integrity through dedicated in-house creative initiatives, aligning all outputs with the brand's core values and visual language.
- Excelles in a fast-paced, evolving environment, managing multiple design projects and consistently meeting deadlines.

SKILLS/TOOLS

Figma

Adobe Creative Suite(Photoshop, Illustrator, XD)

Email Design

Digital and Social Media Marketing

Strategic Campaign Development

Excellent Time Management and Organizational Skills

Proficient Mac User

Udemy Figma UX UI Design Essentials — *Course*

OCTOBER 2023 - DECEMBER 2023

Teaches the fundamentals of UI Design, User Interface, User Experience design, UX Design & Web Design in Figma.