Corbin Moffitt

Brand & Product Designer · Visual Design · Web · UX/UI · Growth

Salt Lake City, UT (Remote) · cmoff13@gmail.com · cmoffitt.com · linkedin.com/in/corbinmoffitt

SUMMARY

Good enough isn't good enough.

I push past the first safe answer. That usually means research before Figma and a few real directions before picking one. 7+ years across brand identity, web, and performance marketing, and lately a lot of product design.

EXPERIENCE

Senior Visual Brand Designer | Klimt & Design *Jul 2026 – Present · Remote*

- Own client brand and visual design projects end to end as the senior creative clients work with directly, currently across AI/tech, fintech, and D2C ecommerce accounts.
- Lead the exploratory phase of brand systems and refreshes: competitive research, mood boards, positioning, and defining look, feel, and tone before handing off execution.
- Run review calls with clients' top decision makers, present explorations and application concepts, and turn feedback into clear direction the team can build on.
- Hand design system extension work to mid-level designers and mentor them through it, while owning final design QA and file hygiene.
- Flag project risks early (timeline, scope, missing input) and show up with a proposed fix.

Senior Digital Designer | Linear Design *May 2025 – Jun 2026 · Remote*

- Drove research for a landing-page redesign, using Hotjar heatmaps and scroll behavior to understand where users engaged, dropped off, and missed key actions.
- Pushed past the usual agency landing page formula toward something more premium, grounded in CRO principles and real user behavior.
- Redesigned and A/B tested the page, increasing conversion from 5.5% to 9.02%, a 63% lift in 30 days.
- Art-directed paid media creative across Google and Meta, working cross-functionally with account managers on campaign strategy and production.

Freelance Designer | Self-Employed *Feb 2023 – Jun 2026 · Remote*

- DesignSilk: delivered full-scope brand, web, and campaign work across client accounts from brief through final delivery.
- Designity: designed responsive websites, scalable design systems, and marketing experiences across multiple client accounts.
- Heybud Skincare: art-directed paid social creative for Meta and Pinterest, testing UGC-style concepts against polished brand ads with a focus on engagement and ROAS.
- Uptempo (AI MarTech): designed LinkedIn ads, display campaigns, and event materials supporting lead-generation goals.

Senior Graphic Designer | Disruptive Advertising *Jul 2021 – Oct 2024 · Remote*

- Primary designer across a 10+ client roster, creating performance creative for Meta, Google, Pinterest, LinkedIn, and email.
- Used conversion-rate and CTR data from campaign strategists to shape creative direction and messaging.
- Helped grow D2C apparel brand Kirrin Finch from $700K to $1M+ in annual revenue through paid social and email creative.
- Spotted Pinterest as an untapped channel and built creative for it before it was part of the standard plan.
- Built production workflows that let the team handle more creative volume across brands each week.

Graphic Designer | Ryan Smith Automotive Group *Mar 2021 – Jul 2021 · Chandler, AZ*

- Designed display, social, email, and print creative across four dealership brands: Porsche, Audi, Volvo, and Subaru.
- Refreshed showroom and signage creative to strengthen the in-person brand experience across locations.

Graphic & Web Designer | Five18 Designs *Jun 2020 – Mar 2021 · Chandler, AZ*

- Designed brand identities, websites, vehicle wraps, storefront graphics, and print collateral for small-business clients.
- Adapted brand systems for print, signage, and large-format work.

Junior Graphic Designer | Northstar Home Security *May 2019 – May 2020 · Orem, UT*

- First design hire supporting web, mobile, email, social, print, infographics, and branded merchandise.
- Managed concurrent projects across teams in a fast-moving in-house environment.

PROJECTS

Product Designer (Solo) | Kama · Personal Product Project *Mar 2026 – Present · Hawaii*

- Exploring product design through a two-sided local commerce marketplace connecting Hawaii farmers and makers with local buyers.
- Started with research rather than UI: conducted a seller interview, social polling, and a two-segment survey to understand the problem before designing.
- Reframed the core challenge from discovery to economics, and identified visitors, not locals, as the stronger early-traction audience.
- Built clickable buyer and seller prototypes to explore escrow payments, pickup-code handoff, and seller onboarding.

Product Designer | Ocho · Black Coast Estates (via DesignSilk) *2025 · Remote*

- Designed Ocho, a mobile MVP app for co-owners of luxury vacation homes, covering stay booking, shared expense tracking, and a snake draft for picking peak weeks.
- Audited Airbnb and Sleeper screen by screen to set interaction patterns for a product category with no established playbook.
- Built a lean component library and a high-fidelity Figma prototype that the client's developers built from on deadline, with zero revision requests at handoff.

EDUCATION

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

Dec 2024 – Jun 2027 · Remote

Coursework across product design, systems thinking, strategic thinking, and project management.

A.S. Web Design | Utah Tech University

Jan 2016 – May 2017 · St. George, UT

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

Aug 2019 – May 2020 · Orem, UT

CERTIFICATIONS

- Google UX Design Certificate: Foundations, Wireframes & Low-Fidelity Prototypes, Conduct UX Research · Coursera · 2025–2026
- Introduction to UX/UI, Design Principles · Skillsoft · 2025
- Strategic Thinking & Innovation, Business Power Skills, Excellence Award · Western Governors University · 2025

SKILLS

Brand & Visual: Brand Identity · Visual Identity · Logo Design · Brand Guidelines · Brand Strategy · Art Direction · Typography · Layout & Composition · Design Systems · Campaign Design · Motion · Print & Digital

Digital & Growth: Landing Page Design · CRO · A/B Testing · Paid Media Creative · Email Design · Conversion Funnels · Performance Analytics

Product & UX: Product Design · User Research · User Flows · Wireframing · Prototyping · UI Design · Mobile App Design · Interaction Design · Information Architecture · Usability Testing · Responsive Design · Accessibility

Tools: Figma · Adobe Creative Cloud (Photoshop, Illustrator, InDesign, After Effects) · Framer · Webflow · Unbounce · Hotjar · Miro/FigJam · Meta Ads Manager · Google Ads · HTML/CSS · GitHub · Vercel

AI: Claude · Claude Code · ChatGPT/Codex · Cursor · Relume · Replit · Lovable · Midjourney · Firefly · Nano Banana