

# Garett Mayfield

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## Summary

Innovative and multidisciplinary UX/UI Design Leader with over 15 years of experience delivering high-impact, user-centered design solutions. Proven track record in leading cross-functional teams, driving design strategy, and optimizing customer experiences for both B2B and B2C products. Adept at utilizing design systems, human-centered design, and data-driven insights to exceed business goals. Passionate about cultivating inclusive, collaborative team cultures that inspire creativity and foster measurable outcomes.

## Key Skills

|                     |                       |                          |                      |
|---------------------|-----------------------|--------------------------|----------------------|
| UX & UI Design      | Design Systems        | Prototyping &            | Data-Driven Decision |
| Design Leadership & | Development           | Wireframing              | Making               |
| Team Management     | Human-Centered Design | Usability Testing & User | Customer Journey     |
| Product Design &    | Cross-Functional      | Research                 | Optimization         |
| Strategy            | Collaboration         | Storytelling & Vision    |                      |
|                     |                       | Presentations            |                      |

## Professional Experience

### UNITED AIRLINES | FEB 2022 - PRESENT

#### PRINCIPAL UX DESIGNER

- Led a team of 13 designers, overseeing design initiatives across digital platforms, delivering high-quality user experiences for both web and mobile applications.
- Drove the UX strategy for a 44-day loyalty campaign that generated a 96% revenue increase, followed by a redesign that resulted in an additional 50% revenue boost, reaching \$50M.
- Spearheaded design system enhancements, ensuring consistent, scalable design across multi-channel touchpoints in web and mobile environments.
- Collaborated with cross-functional teams, including product managers, business analysts, and developers, to ensure user insights and data drove decision-making.
- Created wireframes, prototypes, and UI specifications to support rapid iteration and usability testing, enhancing the overall product experience.
- Presented design solutions and strategic recommendations to senior stakeholders, clearly communicating design rationale and business impact.
- Maintained design consistency by leveraging design systems and adhering to branding guidelines, ensuring seamless user experiences across all channels.

### GDM DESIGN STUDIO | 2009 - 2022

#### CREATIVE DIRECTOR, BRAND DESIGNER, OWNER

- Led end-to-end design projects, from concept through execution, across digital, print, branding, and experiential design.
- Built and implemented cohesive brand strategies for clients across multiple industries, aligning creative vision with business objectives.
- Delivered client-focused design solutions that increased brand visibility and user engagement, ensuring all projects were completed on time and within budget.
- Applied human-centered design and UX/UI principles to develop websites and digital platforms that enhanced user experience and conversion rates.
- Cultivated long-term client relationships by providing ongoing brand strategy and design consulting, contributing to business growth.

## **COOPER HOUSE | 2019 - 2022**

### **UI/UX DESIGNER, BRAND STRATEGY**

- Defined and documented brand identity and design standards, ensuring consistency across client projects and digital products.
- Collaborated with product, marketing, and development teams to execute UX strategies that aligned with user needs and business goals.
- Used data and research insights to inform design decisions, enhancing customer experiences and optimizing product functionality.
- Presented design strategies and vision through compelling storytelling, fostering cross-functional alignment and driving execution.

## **ENCOMPASS HEALTH | 2014 - 2020**

### **SENIOR GRAPHIC DESIGNER**

- Managed the design and production of brand assets for internal and external communications, ensuring alignment with corporate visual identity guidelines.
- Led high-priority design initiatives across multiple teams, balancing fast-turnaround timelines while delivering consistent, high-quality work.
- Provided design leadership and creative direction for cross-functional projects, ensuring brand integrity across all digital and print channels.

## **MOVING PIECES | 2015 - 2016**

### **CREATIVE DIRECTOR, LEAD DESIGNER**

- Led the creative direction for digital and print collateral, collaborating with developers and cross-functional teams to launch successful products.
- Managed product testing and brand implementation, ensuring consistency across all platforms and touchpoints.

## **Education**

Abilene Christian University | 2005 - 2009

BFA in Graphic Design

## **Technical Skills**

### **DESIGN TOOLS**

Figma, Sketch, InVision, Zeplin, Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects), Procreate, Microsoft Office Suite

### **COLLABORATION & PROJECT MANAGEMENT**

Jira, Microsoft Teams

### **WEB DEVELOPMENT PLATFORMS**

Squarespace, WIX, Adobe Acrobat

## **Additional Highlights**

Innovative and multidisciplinary UX/UI Design Leader with over 15 years of experience delivering high-impact, user-centered design solutions across various industries. Demonstrated expertise in leading and mentoring cross-functional teams, shaping design strategies, and optimizing customer experiences for both B2B and B2C products. Proven ability to drive alignment between design and business objectives by utilizing design systems, human-centered design principles, and data-driven insights. Adept at fostering collaborative and inclusive team environments, empowering teams to push creative boundaries while delivering measurable business outcomes.