

Garett Mayfield

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QUALIFICATIONS

Highly creative and multidisciplinary designer with skills across various media and audiences. Proven ability to innovatively design, strategically solve problems, and empathetically lead and communicate. Collaborate and lead well within a team, and advocate for the needs of customers to achieve the most effective design solution. Efficiently balance multiple projects in different phases of the design process while meeting tight turnaround deadlines within budget. Strategic and critical thinker with strong creative direction skills, and passionate about design.

CREATIVE EXPERIENCE

User Experience Design	Brand Design	Design Systems	Packaging Design
User Interface Design	Brand Strategy	Product Design	Illustration
Website Design	Experiential Design	Iconography	Photography

PROFESSIONAL EXPERIENCE

United Airlines Feb/2022 – Present

Principal UX Designer | April 2023 – Present

Senior UX Designer | Sept 2022 – March 2023

UX/Interaction Designer IV – Contract | Feb 2022 – Sept 2022

- Created wireframes, screen-flow diagrams, prototypes & user interface specifications for testing and development.
- Collaborated with business analysts to make design decisions and quickly produce iterations on working applications.
- Applied design thinking and fundamentals to the existing product roadmap and design components.
- Sole UX designer of a 44-day loyalty campaign, resulting in a 96% revenue increase from the previous year. Subsequent strategic redesign for the following year's campaign yielded an additional 50% revenue boost, elevating it to a \$50 million product.
- As the sole designer, tasked with creating the web page for a campaign promoting sustainable aviation fuel in collaboration with Sesame Street, prioritizing the preservation of brand integrity for both entities.
- Upheld design standards and leveraged existing interface components across dotcom and mobile app environments.
- Provided input and guidance for other team members while collaboratively working towards the best solutions.
- Utilized quantitative data collected through usability testing and analytics to make design choices.
- Presented design decisions to stakeholders and clearly articulated the rationale to support design solutions.
- Openly received feedback and utilized communication skills to accurately pivot the project strategy to problem-solve for the optimal user experience.
- Balanced the needs of multi-team projects while simultaneously maintaining the design and brand requirements of both internal and external partnerships.

GDM Design Studio 2009 – 2022

Creative Director + Brand Designer + Owner

- Provided customer-centric design solutions across multiple mediums including brand design, print, digital, website design, UI/UX, lettering, murals, illustration, and design consulting.
- Led partner organizations through the creative process, bringing their brand identity to life through cohesive brand strategy across all required touchpoints.
- Met project deadlines & budget through strong project management and iterative design skills.
- Utilized modern design thinking, innovations in marketing communications, and design technologies.
- Built valued client relationships and provided ongoing brand strategy, design expertise, and consulting.

PROFESSIONAL EXPERIENCE CONTINUED

Cooper House 2019 – 2022

UI/UX Designer + Brand Strategy - Contractor

- Led the direction, design standards, and documentation of client brand identity.
- Collaborated with cross-functional teams to build effective brand strategy.
- Delivered presentations that connect vision, strategy, and action plans to drive customer-centric goals.
- Developed empathy and insights about customers based on data and research.
- Sought diverse feedback on design work and addressed it proactively to contribute to the growth of the design system.

Encompass Health 2014 – 2015 / 2016 – 2020

Senior Graphic Designer

- Provided brand design counsel to ensure a consistent brand identity for all internal and external print and digital assets.
- Managed various internal brand design projects to ensure compliance with visual identity guidelines.
- Ensured quality control over brand work created across sales, operations, and training teams.
- Communicated effectively with company executives using both written and verbal skills.
- Balanced multiple, high-priority projects to meet brand standards while adhering to fast-turn deadlines.

Moving Pieces 2015 – 2016

Creative Director + Lead Designer

- Collaborated closely with in-house and external teams of developers to create prototypes, gather user feedback, and synthesize data for successful product launches.
- Designed within AP requirements and existing brand guidelines across projects to maintain company reputation.
- Created design assets for print and digital collateral for in-house and external clients.
- Openly communicated with agency partners to determine the quality of design and success of marketing campaigns.
- Traveled for on-location product testing, technology training, and to ensure revised brand identity is accurately utilized and provided quality control.

EDUCATION

Abilene Christian University 2005 – 2009

BFA Graphic Design

TECHNICAL PROFICIENCY

Figma	Microsoft Office	Microsoft Teams	Squarespace
Sketch	InDesign	Adobe Acrobat	WIX
Jira	After Effects	Procreate	
Photoshop	Final Cut Pro	Zeplin	
Illustrator	Lightroom	Invision	