Donny Clay

Senior Graphic Designer | Visual Storyteller | Digital & Motion Design Specialist

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Portfolio & Social
• donnyclayportfolio.com • donnyclayuxui.com
• youtube.com/@clayvisionsdesigns/videos
• linkedin.com/in/donnyclaydesigner

Key Skills & Expertise

Graphic & Visual Design: Brand Identity | Digital & Print Collateral | Typography | Layout Design
Motion Graphics & Video: Video Editing | Storyboarding | Animation | Social Media Ads
Marketing & Campaign Strategy: B2B & B2C Campaigns | Lead Generation | Paid & Organic Media
Event & Experiential Branding: Trade Show Materials | Brochures | QR-Based Marketing | Event Signage
Software Proficiency: Adobe Creative Suite (Illustrator, Photoshop, InDesign, Premiere Pro, After Effects) | Figma | Microsoft
Project Management Tools: Slack | Jira | Workfront

Professional Experience

Guaranteed Rate   *Nov 2019 – Feb 2025*
Senior Graphic Designer | Art Director

- **Produced 100+ assets monthly** (brochures, infographics, modules, newsletters) for educational and marketing initiatives
- Led art direction and collaborated cross-functionally to deliver accessible, brand-aligned visuals.
- Built standardized templates that **reduced production time by 40%** and ensured brand consistency.
- Managed full design lifecycle from concept through vendor production, achieving **100% on-time delivery**.
- Created illustrations and campaign materials, contributing to a **28% increase in audience engagement**.

Certified Line   *Oct 2018 – Jun 2019*
Senior UX/UI Designer (Consultant)

- Designed UX components and visual storytelling assets for online healthcare education platforms.
- Produced ADA-compliant and accessible digital learning content, supporting increased engagement/completion rates.
- Created visual frameworks that improved onboarding program clarity and reduced training time by **25%**.

Credentials Solutions   *Jan 2017 – Sep 2018*
Graphic Designer | Print & Digital Educational Materials

- Designed brochures, learning guides, email marketing, and signage for healthcare and education institutions.
- Supported full project management from client briefing through design, approval, and vendor communication.
- Improved visual communication workflows, resulting in a **30% increase** in production efficiency.

Clay Visions Designs   *Sep 2012 – Present*
Principal Designer & Founder

- Freelance design studio specializing in **branding, digital design, video content, and UX/UI** for small businesses and startups across healthcare, retail, and tech.
- Designed websites, logos, packaging, and marketing collateral that enhanced client visibility and drove engagement.
- Created animated explainer videos, branded content, and **social-first assets** tailored to various platforms.
- Managed design deliverables from concept to final production across print and digital.
- **Authored "*The Path to Becoming a Graphic Designer,*"** a book offering guidance and mentorship to aspiring creatives.

Education & Certifications

Colorado Technical University
Bachelor of Science in Information Technology (B.S.I.T)
Graphic Design/Web Development Specialization

Coursera
Google UX Design Certification