

Donny Clay

Senior Graphic Designer | Brand & Campaign Designer

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Portfolios: donnyclayportfolio.com • donnyclayuxui.com

Social: youtube.com/@clayvisionsdesigns/videos • linkedin.com/in/donnyclaydesigner

Summary

Senior designer with 10+ years of experience translating brand strategy into scalable visual systems and marketing creative that drives engagement and measurable results.

Key Skills & Expertise

Brand & Campaign Design: Brand Systems | Campaign Creative | Visual Identity | Concept Development

Multi-Channel Execution: Digital Design | Print Design | Social Assets | OOH | Presentations

Typography & Layout: Grid Systems | Hierarchy | Color Theory | Visual Craft

Motion & Multimedia: Motion Graphics | Animated Typography | Short-Form Video

UX/UI & Information Design: Information Architecture | Wireframes | Data Visualization | User Flow Optimization

Tools & Workflow: Adobe Creative Suite | Figma | Asset Libraries / DAM | Jira | AI-Assisted Design Workflows

Professional Experience

Senior Graphic Designer | Art Director

Guaranteed Rate – Mortgage and Financial Services

Nov 2019 – Feb 2025

- Designed and executed brand-aligned campaign assets for digital, web, print and presentation initiatives
- Translated complex financial concepts into clear, engaging narratives with presentations, reports and data-driven visuals
- Built and maintained design systems, templates and asset libraries to ensure brand consistency and production efficiency
- Applied UX/UI and information design principles to improve user flow, clarity and conversion across digital experiences

Principal Designer & Founder

Clay Visions Designs – Multimedia Client Studio

Sep 2012 – Present

- Designed and evolved brand systems, campaign assets and visual identities across healthcare, fintech, retail industries
- Delivered multi-channel creative solutions including presentations, marketing collateral, social content and digital assets
- Produced 200+ motion and multimedia assets across platforms including LinkedIn, YouTube and TikTok
- Integrated AI-enhanced design workflows to accelerate ideation, improve efficiency and support scalable production

Senior UX/UI Designer (Consultant)

Certified Line – Beauty & Lifestyle Brand

Oct 2018 – Jun 2019

- Led UX/UI design for a Shopify-based e-commerce experience, improving navigation, product discovery and checkout flow through competitive audits and user flow optimization
- Designed a cohesive product, packaging and digital brand system aligned with premium positioning for web and mobile

Graphic Designer | Print & Collateral Production

Credentials Solutions– Educational Technology

Jan 2017 – Sep 2018

- Designed marketing collateral, infographics and print assets aligned with brand standards across digital and print channels
- Prepared production-ready files ensuring accuracy, consistency and quality across high-volume deliverables

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](#)