

Eric Jefferson

Brand Designer

Denver, CO · ericj1018@icloud.com · [linkedin.com/in/ejcreative](https://www.linkedin.com/in/ejcreative)

Portfolio: greenlight.envisionstudios.io

Case studies: [Synovus](#) · [Credit Karma](#) · [risk3sixty](#) · [fullCircle GRC](#) · [SiteOne](#)

SUMMARY

I'm a brand designer who works across the places a brand shows up: ads, social, email, landing pages, presentations, print and motion. At risk3sixty, I worked directly with sales and leadership and led the brand, from the guidelines to the website. My AI workflow helps me push ideas further and move from concept to finished work faster. I build reusable templates and stay involved through the final details, so the work holds together wherever people encounter the brand.

EXPERIENCE

Envision Studios · Freelance Brand and Web Designer · 2026 to present

- Design client brands: logos, brand guidelines, print, photography and social graphics.
- Designed and built a product website for a specialty supplier using one design system.
- Built a workflow that uses AI to turn a design system into finished pages. I review every page before launch.

Denver Broncos · Stadium Operations and Game Day Marketing · 2025 to 2026

risk3sixty · Brand Designer · 2019 to 2024

- Designed digital ads, social graphics, email templates, landing pages and gated downloads for lead generation campaigns.
- Created sales presentations, datasheets and case studies with sales and leadership.
- Led the brand: identity, brand guidelines, website, video and motion graphics.
- Created PowerPoint, email and social templates used across the company.
- Designed trade show booths, banners and signage, plus print and apparel. Managed print and apparel vendors.
- Designed the brand, logo and original product UI for fullCircle GRC, the firm's SaaS platform.

GoTo Foods · UX Designer · 2018 to 2019

- Web design and UX for seven franchise brands, including Moe's, Jamba, Cinnabon and Auntie Anne's.
- Built website templates the team used for landing pages and quick updates.

Brightwave · Interactive Designer · 2017 to 2018

- Designed interactive email campaigns for Synovus, Credit Karma, Char-Broil, Chick-fil-A, Ferrari and SiteOne.
- Made two animated versions of Credit Karma card offer designs. The client went with them.

SKILLS

Marketing: Social and Display, Email, Web Pages, Presentations, Sales Collateral, Event Materials, Print and Apparel

Systems and Production: Brand Guidelines, Reusable Templates, Design Systems, Vendor Management

Tools: Figma, Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Webflow, PowerPoint, Google Slides

AI tools: Claude Code, Codex, Higgsfield

EDUCATION

BA, Graphic Design · The Art Institute of Atlanta · 2007 to 2011

GreenLIGHT