
résumé

PAYTON KOCH

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current work

2022-Present | Cars Commerce (Cars.com)

GRAPHIC WEB DESIGNER

Developed and successfully implemented generic and retail template themes, effectively resolving confusion for several teams including PMs and designers.

Improved the DI website product and overall customer experience through comprehensive UX documentation and sitemaps.

Created and maintained detailed sitemaps for major clients like Volvo and Genesis, highlighting essential pages for new builds, and designed wireframes for OEM templates.

Facilitated Project Scope Builder in Figma for PMs and developed collaborative tools to streamline and enhance communication with developers.

Led the adoption of advanced site builder tools, including mockups, wireframes, and assets, and assisted in direct-to-dev processes to reduce design time and accelerate client launches.

Produced instructional videos for various design processes, aiding both current and new team members.

Owned high-profile projects such as the JLR Direct-to-Consumer initiative, which streamlined the design process by eliminating intermediaries, and the T1 Demo site for the National Automobile Dealers Association (NADA), showcasing cutting-edge design and functionality for prospective clients.

past work

2022-2022 | Liska & Associates

GRAPHIC DESIGNER

Created visual identity guidelines, including logos, color palettes, and typography, for web and print materials such as annual reports, monographs, and business cards, ensuring brand consistency.

Constructed social media post templates and designed email marketing campaigns to enhance digital presence and engagement.

Managed multiple design projects, meeting tight deadlines while maintaining high quality.

2020-2022 | Inspired Home Decor & Gifts

SOCIAL MEDIA/ MARKETING MANAGER

Oversaw digital marketing strategies and daily operations, ensuring a smooth online presence.

Implemented website design changes and inventory updates, enhancing user experience and maintaining accurate product listings.

Designed all branding materials, including business cards and product tags, to ensure brand consistency.

Created and managed social media content and campaigns, boosting engagement and visibility while analyzing performance metrics.

off work

Dog Mom

Muralist/Faux Calligrapher

Print Designer

Charcuterie Artist

Math Tutor

Interior Design Lover

Estoy aprendiendo Español.

education

2020-2021 | CareerFoundry

UI/UX DESIGN PROGRAM

2013-2017 | Carthage College

BA MATHEMATICS

skills

Design - Concept Sketches, Rapid Prototyping & Wire-framing, Style Guides & Mood Boards, Components, Mobile Design, Responsive Web Design, Mockups

Research - User Research, Sitemaps, Comparative Analysis, A/B Testing, MVP Documentation, User Personas

Theories - Design Principles & Heuristics, Grid Alignment, Layout & Spacing, UI Elements & Hierarchy, Symbols & Iconography, Text & Typography, Color Theory

i like...

Cooking, traveling, creating art, the color black, a crisp Diet Coke, and spotting dogs in unexpected places.

not my cup of tea ~~tea~~ coffee

Public speaking.

tools

