

# PAYTON KOCH

## WEB/GRAPHIC DESIGNER

Chicago IL | paytonkoch5@gmail.com | paytonkochdesigns.com

---

### SUMMARY

---

Creative and detail-oriented Designer with 5+ years of experience in UI/UX, branding, and digital design. Skilled in turning complex problems into intuitive solutions and elevating brand presence across web and print. Collaborative, user-focused, and passionate about clean, impactful design.

### PROFESSIONAL EXPERIENCE

---

#### Graphic Web Designer, Cars Commerce (Dealer Inspire)

Jul 2022 - Present

- Reduced campaign design turnaround time by 91% by creating standardized Figma Buzz templates, documentation, and team training - cutting design time from 9 hours to under 1 hour per request and driving \$7K+ in annual efficiency gains.
- Proposed and scoped a Direct-to-Dev production initiative to eliminate designer touchpoints for body builder mockups, reducing a 4–8 hour task to zero design time and identifying \$15K+ in projected annual savings through automation.
- Designed and built a Managed Services Landing Page Portal that centralized templates, MLPs, and reusable components - improving build consistency, reducing revisions, and enabling scalable self-serve production.
- Led sitemap creation and wireframing for major OEM clients including Volvo and Genesis, defining essential pages and scalable template structures for new builds.
- Designed and launched the Jaguar Land Rover House of Brands, including homepage and internal brand pages, helping secure DI as one of only two approved providers.
- Built a centralized StoryTeq Gallery to streamline marketing asset discovery, improve dealer access, and increase request efficiency.

#### Graphic Designer, Liska & Associates

Jan 2022 - Jul 2022

- Developed cohesive brand identity systems - including logos, color palettes, and typography - for both digital and print materials, strengthening brand recognition across platforms.
- Designed social media templates and email marketing campaigns that boosted digital engagement and helped clients maintain a consistent visual presence online.
- Managed multiple design projects simultaneously, delivering high-quality work under tight deadlines and contributing to successful marketing and communications efforts.

#### Social Media/Marketing Manager, Inspired Home Decor & Gifts

Jan 2020 - Jan 2022

- Led digital marketing efforts and day-to-day online operations, ensuring a seamless and professional customer experience across platforms.
- Updated website design and product listings to improve usability and accuracy, contributing to increased customer satisfaction and smoother transactions.
- Created cohesive branding materials - from product tags to business cards - that reinforced the company's visual identity and elevated in-store and online branding.
- Developed and managed social media campaigns that grew audience engagement and visibility, using performance data to optimize content strategy.

### SKILLS

---

User Research, User Flows, Wireframing, Prototyping, Visual Design, Interaction Design, Responsive Layouts, UI Systems, Color Theory, Typography, Figma, WordPress, Photoshop, Illustrator, Adobe XD

### EDUCATION

---

#### Bachelor of Arts in Mathematics

2013-2017

Carthage College

#### UI/UX Certification

2020-2021

CareerFoundry