

Eric Jefferson

Brand Designer

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Portfolio: turquoise.envisionstudios.io

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

SUMMARY

I'm a brand designer who likes making complicated subjects easier to understand. At risk3sixty, I worked directly with sales and leadership on everything from presentations to the company website. 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 an AI-assisted workflow that turns 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

- Created sales presentations, one-pagers, datasheets and case studies with sales and leadership.
- Designed digital ads, social graphics, email templates, landing pages and gated downloads for lead generation campaigns.
- Designed trade show booths, banners and signage, plus print and apparel. Managed print and apparel vendors.
- Created PowerPoint, email and social templates used across the company.
- Led the brand: identity, brand guidelines, website, video and motion graphics.
- 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: Presentations, One-Pagers, Sales Collateral, Social and Display, Email, Web Pages, Event Materials

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

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

AI tools: Claude Code, Codex, Higgsfield

EDUCATION

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

