

AUSTIN WILLIAMSON

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Las Vegas, NV

SUMMARY

Creative Director with 10+ years building and maintaining the entire creative surface of organizations — brand identity, product design, email, social media, audio, video, photography, print, motion, and web. Currently leading marketing, creative, and communications for a 15,000-member professional association while designing completely in code and building ccOperator, a custom AI creative operating system with its own memory layer, project persistence, and brand awareness. 10+ years of learning what creative production actually needs at the systems level, and then actually building it.

EXPERIENCE

Director of Marketing, Design & Communications

August 2024 – Present

Las Vegas REALTORS® · Las Vegas, NV

15,000-member professional trade association — reports directly to CEO

- ▶ Direct \$500K+ annual marketing budget across Meta, Google, and YouTube, optimizing spend against ongoing campaign performance
- ▶ Lead creative strategy and production for 10+ annual events including 500+ attendee conferences, managing the full pipeline from promotional campaigns to on-site signage and photography
- ▶ Maintain 65% email open rates across 15,000 members through a SendGrid architecture with preference-based unsubscribe design — fewer than 100 global unsubscribes over 4 years
- ▶ Navigated department through complete leadership transition (team reduced from 13 to 5) while sustaining all cross-functional systems and deliverables
- ▶ Building ccOperator, a custom AI creative operating system with its own memory layer, project persistence, and brand awareness — designed to think with me across brand discovery, content creation, research, publishing, and development
- ▶ Present campaign performance, creative strategy, and budget allocation to the Board of Directors

Creative Director

November 2021 – August 2024

Las Vegas REALTORS® · Las Vegas, NV

Rebuilt the entire creative surface of the organization from near-zero: marketing, email, video, photography, events, and all digital platforms

- ▶ Established comprehensive brand guidelines, design system, typography, color system, and photography direction from a single PDF with two logos and three color codes
- ▶ Designed UX/UI for in-house platforms including member portals, consumer websites, MLS tools, and mobile apps in Figma
- ▶ Migrated email infrastructure from Constant Contact to SendGrid with API integration, re-enrolling ~5,000 previously unreachable members and achieving 60–65% open rates across 15,000+
- ▶ Launched paid media operation from zero: 160M+ impressions, 2.1M clicks, and ~30% CPC reduction across three consecutive years on Meta and Google
- ▶ Grew monthly website users from 20K to 150K and lead generation from 800 to 6,000 per month (7.5x growth)
- ▶ Pitched, secured budget, and led \$160K podcast and video production studio build from construction through launch
- ▶ Scaled the creative function from zero to 6 direct reports across design, video, social media, email, research, and committee liaison
- ▶ Deployed scalable internal systems: automated book cover creator, QR code event check-in (2-hour window reduced to 20 minutes), and class survey completion (~50% to 95–100%)

Art Director

May 2021 – November 2021

PainCast (EpiMed International) · Dallas/Fort Worth, TX

Joined as the sole designer for a medical education streaming platform — hired to maintain production, built well beyond the brief

- ▶ Created a design system in Figma to standardize video thumbnail and course packaging production across the platform
- ▶ Initiated a brand refresh, formalizing and documenting the organization's first comprehensive guidelines
- ▶ Developed a marketing and capabilities deck for medical conferences and client acquisition — the company had no sales collateral
- ▶ Maintained the WordPress platform serving 5,000+ physicians across 40+ countries — video uploads, course packaging, storefront, and payment processing

Graphic Designer / Production Specialist

October 2020 – May 2021

Lazydays RV · Tampa, FL

Recruited as hire #2 to bring creative back in-house after leadership cut the previous 11-person team and outsourced everything to agencies — 12+ dealership locations nationally

- ▶ Consolidated a decade of scattered creative work from 11 former designers and 2 external agencies into a centralized, digitized asset library in Figma
- ▶ Executed multi-channel campaigns ("Stay Home Go Anywhere," Black Friday, RV Super Show) across print and digital
- ▶ Operated full in-house print production pipeline: design to commercial-grade print to cut to dealership shipping, daily
- ▶ Architected a cross-departmental design request workflow in Monday.com with chained boards and automations across marketing, sales, and service

Graphic Designer

March 2018 – October 2020

PostcardMania · Clearwater, FL

Promoted to lead design reviews and train junior designers while maintaining 5+ campaigns daily — transitioned to primary freelance designer (per-job, remote) in 2019

- ▶ Maintained high-volume remote production: 5+ campaigns daily across unique brands and industries
- ▶ Established reusable templates and design systems that standardized production output across the team
- ▶ Constructed custom asset libraries in Photoshop, Illustrator, and InDesign that compressed job completion from hours to minutes
- ▶ Mentored and trained junior designers through hands-on design feedback and structured creative reviews

Junior Graphic Designer

March 2017 – March 2018

PostcardMania · Clearwater, FL

Night shift at a high-volume direct mail agency — formalized 12-element design methodology, five full campaign jobs per day, each with a unique brand, brief, and audience

- ▶ Designed full campaign creative: direct mail pieces, banner ad sets (12 assets per campaign), and social media graphics across 20+ industries
- ▶ Compressed production speed from 5 hours per job to 20–30 minutes through pattern recognition and reusable asset systems
- ▶ Produced thousands of original designs across hundreds of brands, building a visual library of typography, layout, and design patterns

SKILLS

Design & Brand: Creative Direction, Art Direction, Brand Identity, Design Systems, Brand Guidelines, UX/UI Design, Product Design, Photography Direction, Typography

Leadership: Team Leadership (6 direct reports), Cross-Functional Collaboration, Mentorship, Hiring, Budget Management (\$500K+), Board Presentations

Marketing: Paid Media (Meta, Google, YouTube — 160M+ impressions), Email Marketing (SendGrid API, Resend), Campaign Management, Content Strategy, Event Production

Tools: Figma, Adobe Creative Cloud, HTML/CSS, Astro, React, Node.js, Vercel, Git

AI & Systems: Agentic Workflow Design, AI-Assisted Design, Production Automation, Prompt Engineering, Claude Code, MCP Servers