

Eric Jefferson

Senior Brand Designer

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Portfolio made for Onebrief: onebrief.envisionstudios.io

SUMMARY

Brand designer with 12+ years across B2B, tech and consumer work. My most relevant role: 5 years leading brand for risk3sixty, a cybersecurity firm that grew from about 15 to 50 people. I owned its identity, website, sales and marketing materials, events, and the brand and UI for its compliance platform, fullCircle GRC. Prospects named the website and presentations as reasons they came to us.

EXPERIENCE

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

- Design client brands: logos, brand guidelines, print, photography and social graphics.
- Designed and built a large product website for a specialty supplier, all on 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 · 2025–2026

- Game-day stadium operations.

risk3sixty · Brand Designer · 2019–2024

- Designed the brand, logo and original product UI for fullCircle GRC, the firm's SaaS platform.
- Led the brand: identity, brand guidelines, website, video and motion graphics.
- Made sales presentations, one-pagers, datasheets and case studies with sales and leadership.
- Ran marketing and lead-gen campaigns: digital ads, landing pages, email, social.
- Designed trade show booths, banners, signage and apparel. Managed design intake and vendors.

GoTo Foods · UX Designer · 2018–2019

- Web design and UX for seven franchise brands, including Moe's, Jamba, Cinnabon and Auntie Anne's.

Brightwave · Interactive Designer · 2017–2018

- Interactive email for Char-Broil, Chick-fil-A, Ferrari, SiteOne and Credit Karma.

Social Network MD · Art Director · 2016–2017

- Branding, web and print for small businesses.

Phobio · Graphic Designer · 2015–2016

- In-store promotions for Verizon retail stores.

Ambush Boarding Co. · Brand Designer · 2012–2015

- Rebranded a boarding retailer: website, merchandise, apparel and boards.

SKILLS

Brand: Visual Identity, Brand Guidelines, Logo Design, Print, Signage, Apparel

Sales Enablement: Sales Presentations, One-Pagers, Datasheets, Case Studies

Marketing: Campaigns, Digital Ads, Social Media, Email Templates, Lead Generation, Trade Show and Event Graphics

Web and Product: Web Design, UX, Product UI, HTML/CSS, WordPress, Elementor

Video: Video Production, Motion Graphics

Project Management: Design Intake and Prioritization, Cross-Functional Collaboration, Vendor Management

Tools: Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects), Figma, Sketch, Final Cut Pro, PowerPoint, Google Slides

EDUCATION

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