

DEVONNA PAYNE

Creative Director & Senior Designer
www.devonnapayne.com

EDUCATION

- Master of Science, Information Technology (Expected November 2027)
- Master of Science, Digital Marketing
- Bachelor of Arts, Forensic Psychology

CERTIFICATIONS

- UX Design Specialization
- Advanced Google Analytics

SKILLS & EXPERTISE

- Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects)
- Copywriting and Content Creation
- Digital Marketing and Automation
- Email Marketing
- Front-End Web Development
- Learning Management System (LMS)
- Microsoft Office Suite
- Photo Editing & Manipulation
- Print Production
- Project Management Tools
- Proposal and Presentation Design
- Search Engine Optimization (SEO)
- Social Media Management
- UX/UI Design (Figma & Adobe XD)
- Web Content Management
- WCAG and 508 Compliance
- Generative AI tools (Sora, Runway, MidJourney, Firefly, ChatGPT, Gemini, Meta AI)

WORK EXPERIENCE

Graphic Design and Media Arts Instructor & UX/UI Curriculum Subject Matter Expert

SOUTHERN NEW HAMPSHIRE UNIVERSITY (JUL 2022-PRESENT)

- Instruct EdTech courses focused on design principles, interactive design, user interface (UI), user experience (UX), and user research.
- Collaborate with Associate Dean and Senior Instructional Designer to conceptualize and develop measurable course outcomes, assessment concepts for course content and plan topic sequencing.
- Partnered with Sr. Instructional Designer as Lead Subject Matter Expert (SME) to develop and rework UX/UI design courses within the Graphic Design curriculum, including GRA-352 Web Analysis and Design, GRA-362 User Centric Design, GRA-364 Information Architecture, GRA-366 Collaboration in User Experience Design, GRA-368 Prototyping and Optimization in UX Design, and GRA-470 User Interface and Experience.
- Developed new course content and learning outcomes; updated existing course materials by migrating prototypes from Adobe XD to Figma, modernizing assignment instructions, and improving course alignment with current UX/UI industry standards
- Created engaging course resource materials (PowerPoint decks, UI components, brand style guides, wireframes, and prototypes) using Adobe XD and Figma for the BA.GDM Program.
- Provide a high level of student outreach while teaching at a collegiate level and connect with students, academic advisors and team leads on a frequent basis to ensure student success
- Actively participate in training sessions and professional development programs
- Conduct research on UX/UI and web design trends, technologies, as well as best practices
- Led design sprints within an agile team environment to conceptualize design ideas, maintained up-to-date course materials and organized UI components to facilitate a streamlined developer handoff for accelerated prototyping and course development.
- Review and revise course materials as needed to reflect new developments in the field
- Employed AI-based design tools to generate high-quality 2D/3D assets and realistic product imagery for course development and instructional design.
- Integrated AI-generated outputs into brand guides, templates, mockups, and high-fidelity prototypes to elevate deliverables and ensure alignment with project specifications and course objectives.

WORK EXPERIENCE (CONTINUED)

Creative Director and Senior UX/UI Designer

THE DAVIS MANAGEMENT GROUP (JAN 2022 - MAY 2025)

- Led branding and marketing communications for annual conferences supporting the U.S. National Science Foundation (NSF) Policy Office Outreach and Research Infrastructure Outreach, managing in-person, virtual, and hybrid events in collaboration with senior federal officials.
- Directed branding and digital marketing for the U.S. Department of Health and Human Services (HHS) Office of Small and Disadvantaged Business Utilization (OSDBU) Small Business National Training Conference, supporting hybrid engagement strategies.
- Spearheaded brand development for HHS's IDEASLAB (Innovation, Development, Exploration, Acquisition Strategies Lab) and enhanced NSF outreach campaigns across multiple federal initiatives.
- Developed and executed multi-channel marketing campaigns and digital product launches, driving an 80% increase in user engagement across conference applications and event platforms.
- Designed and maintained scalable design systems while providing creative direction and mentorship to junior designers and cross-functional teams.
- Produced high-impact creative deliverables, including UI components, iconography, typography, 2D/3D illustrations, motion graphics, interactive guides, web banners, proposal templates, and event photography, adhering to strict government brand guidelines.
- Designed large-format prints and collaborated with vendors to ensure high-quality production for conferences and exhibitions.
- Delivered end-to-end website support for WordPress and Elementor platforms, including IA mapping, user flow diagramming, HTML/CSS coding, plugin installation/maintenance, website backups, and content management.
- Managed and designed literature optimized for online/print media, including social media assets, newsletters, the Internal Community portal, media repository, and interactive Research Infrastructure Guide (RIG) updates to enhance resource accessibility and usability.
- Conceptualized and prototyped interactive workflows in Adobe XD and Figma, building wireframes and high-fidelity prototypes informed by UX research findings.
- Conducted user research, usability testing, and accessibility audits, optimizing internal portals and mobile applications to ensure Section 508, WCAG 2.1, and WebAIM compliance.
- Developed data visualizations, managed A/B testing campaigns for newsletters and conference engagement, and created integrated surveys to collect actionable user feedback.
- Analyzed and reported website, event, and social media performance metrics through branded dashboards and Google Analytics reports.
- Utilized AI-based design tools including Midjourney, Runway, Firefly, and ChatGPT to generate high-quality 2D/3D assets and integrate AI outputs into instructional videos for internal usage.

UX/UI Adjunct Instructor and Faculty Mentor

THE BRYAN UNIVERSITY (MAY 2022- DEC 2022)

- Taught EdTech in the adult online learning environment for UX/UI certification program
- Acquired instructional design experience planning UX/UI course curriculum including learning objectives, learning activities, assessments, and best practices in instructional design and EdTech.
- Mentored new faculty members and 1:1 meetings with students to offer personalized assistance
- Hosted bi-weekly live sessions via Zoom to provide students with additional support and guidance
- Provided students with timely feedback on their academic progress relative to tests, homework, and projects.
- Conducted outreach to increase engagement with at-risk students and attendance performance

WORK EXPERIENCE (CONTINUED)

Senior Social Media Manager (Contract)

COLLEGE OF HOLY CROSS (JAN 2022 - MAR 2022)

- Partner with the Director of Communications and lead the college's social media presence on platforms: Facebook, Twitter, YouTube, Instagram, and LinkedIn
 - Manage and execute day-to-day content creation, write copy for social channels, and collaborate with University departments for scheduling
 - Coordinate marketing strategies that work across different channels and support editorial social calendar including promotions, announcements, and student Instagram takeovers
 - Analyze results of social media content and campaigns utilizing native and third-party data analytics tools
 - Work with various departments to create organic and paid campaigns
 - Coordinate and promote university-wide fundraiser raising over \$2m to over 5.3k donors in 24 hours
 - Report metrics for all social media platforms including Facebook, Instagram, YouTube, and LinkedIn
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Social Media Account Manager & Graphic Designer (Contract)

AQUAGEM MEDIA GROUP (OCT 2021 - JAN 2022)

- Design and deliver engaging marketing materials for various clients in the lifestyle, beauty, medical, restaurant, tech, real estate industries, and VR/AR industry
 - Conceptualize designs for brand identity, proposals, advertising, social media, and email marketing
 - Develop and optimize engaging interactive multimedia to grow a social following for social media accounts
 - Execute day-to-day content creation, write marketing copy for social channels, and collaborate with the creative team for scheduling
 - Work directly with stakeholders to ensure all digital assets are created and all campaigns are executed in alignment with the client's branding and marketing objectives
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Graphic Designer & Website Content Manager (Contract)

MOORE & HAWTHORNE LAW (SEPT 2016 - SEPT 2021)

- Integrated marketing campaign assets - website design, email newsletter, print material, logos, and copy
 - Managed website content for blog posts and search engine optimization (SEO) ranks
 - Gained experience with website accessibility standards
 - Created fundraiser website in support of student interns and student scholarships
 - Assisted with rebranding anniversary logo as well as marketing materials for both digital and print media
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Print Designer and Digital Marketing Manager (Contract)

MINORITY ACCESS, INC. (SEPT 2016 - SEPT 2018)

- Designed marketing collateral including conference programs, event marketing, and interactive presentations
- Managed social media platforms and assisted copywriting and video editing
- Created digital graphics for both organic and paid promotional advertisements
- Lead multiple projects from conception to completion in accordance with deadlines
- Serve as liaison between the account managers and customer/s for overseeing that all projects meet the highest print-ready technical standards while maintaining creative intent

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WORK EXPERIENCE (CONTINUED)

Graphic Designer (Contract)

MEHARRY MEDICAL COLLEGE (OCT 2016- APR 2017)

- Designed and edited marketing materials
- Resized files and created multiple variations of requested designs for various media
- Animated graphics, motion graphics, and .gifs

Graphic Designer (Contract)

ALDINE INDEPENDENT SCHOOL DISTRICT (OCT 2016 - DEC 2016)

- Trained teachers and staff to create interactive educational content to meet course objectives in Adobe, Microsoft PowerPoint, Canva
- Designed and layout course materials as well as templates for various types of projects to be used by multiple staff members concurrently
- Managed multiple projects simultaneously
- Assisted with creating digital and print designs including logos, pamphlets, and t-shirts for field trips

Lead Graphic & Print Designer

HOWARD UNIVERSITY (AUG 2015 - NOV 2016)

- Customized marketing collateral according to brand guidelines - one-sheets, brochures, interactive PDFs, email newsletters, social media graphics & billboard designs
- Designed assets for Sports teams - banners, tickets, passes, digital ads & printed game programs
- Layouts, designs, artwork, binding & oversize/large format for use in print and digital marketing
- Managed multiple academic department projects & campaigns to meet specific deadlines
- Customized graduation commencement programs, mail mergers, print production, & University marketing
- Trained associates in Adobe program, and print production
- Prepared designs, artwork, & various resizing formats for use in print and digital marketing
- Managed multiple academic department projects & campaigns to meet specific deadlines
- Advanced layout skills in mail mergers, print production, & University marketing
- Customized graduation commencement programs for all academic departments
- Lead Designer for Sports/Athletic Department - banners, tickets, passes, digital ads & game programs
- Consulted with other team members as needed on complex or specialized projects
- Maintained records of billable project time as required
- Mentored junior designers to maintain and co-create on-brand design systems, assets and templates

Lead Graphic Consultant & Print Designer

FEDEX OFFICE (AUG. 2014 - AUG. 2015)

- Designed and setup oversize/large format poster printing, binding, and bidding for potential clients
- Performed daily financial reporting for store operations
- Trained associates in Adobe Photoshop, Adobe InDesign, print production, and shipping