



AUTUMN M. RAVEN

Senior UX/UI Designer | Creative Leader | Problem Solver

Contact



- Allagash, Maine
- 541-368-8594
- autumn@aravendesign.com
- autumn.aravendesign.com/work
password: 2023UXLead
- [autumn-birt-raven](#)

Profile

Award-winning UX/UI designer and creative leader with over a decade of experience designing innovative digital products. A strategic thinker and problem solver with a passion for intuitive design, brand storytelling, and user-centered solutions. Skilled at leading teams, mentoring designers, and creating seamless cross-platform experiences. Adept at balancing data-driven decision-making with visual storytelling to craft designs that drive engagement and deliver results.

Education & Certifications



- M.S. Ecology & Environmental Science, University of Maine
- B.A. Art & English, Bucknell University
- 18-Month Leadership Course, USDA
- UX Design Professional Goggle Certification
- Foundations of Humane Technology Course
- Certified Life Coach, IAPRC

Professional Skills

- UX/UI Design & Prototyping (Figma, Adobe XD)
- Mobile & Web App Design (iOS, Android, Responsive Web)
- User Research, Testing & Journey Mapping
- Brand Development & Design Systems
- Data Visualization & Accessibility (WCAG Compliance)
- Leadership, Mentorship & Team Collaboration
- Wireframing, Interactive Prototypes & A/B Testing
- Marketing, Content Strategy & Email Campaigns
- Presentations, Educational Talks & Webinars

Professional Experience

Lead UX/UI and Graphic Designer | Employee of the Year (2022)
Precise Software Solutions | 2022 – Present | *remote*

- Introduced UX processes and standards across the company, including building an internal UX website and leading Brownbag presentations.
- Led UX/UI design for FDA-backed applications, including Product Tracing System (PTS) and ESG NG, a multi-award-winning government platform.
- Spearheaded branding, design systems, and usability improvements, ensuring compliance with WCAG accessibility standards.
- Conducted user research, wireframing, prototyping, and high-fidelity designs for mobile and web-based applications.
- Managed multi-project workflows, collaborating across teams to align business objectives with user experience excellence.
- Expanded my role to support marketing initiatives, designing a new company website, social media templates, and brand identity.

Freelance UX/UI Designer & Brand Consultant
A Raven Design | 2012 – Present | *remote*

- Designed 270+ book covers and e-commerce websites for authors and small businesses, applying market research and user psychology.
- Developed branding, digital marketing materials, and UI/UX designs for a range of industries, from e-learning to publishing.
- Created UX/UI designs for custom LMS platforms, author websites, and boutique e-commerce stores.
- Managed email marketing, launch campaigns, and audience engagement strategies, resulting in increased customer retention and conversion.



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Technical Skills

- Figma
- Figjam
- Adobe XD
- Photoshop
- Illustrator
- InDesign
- Miro
- Jira/Asana
- Agile
- Pages/Word
- PowerPoint
- Keynote
- Excel/Numbers
- Marketing Plans
- Email Marketing
- Social Media & Viral Marketing
- Video Creation & Editing
- Story Telling
- Wordpress
- Presentation Layout
- Customer Engagement
- Brochure Design

Awards & Recognition

- Employee of the Year, Precise Software Solutions (2022)
- Service to the Citizen Award – ESG NG (2024)
- Fantasia Reviews – Best Worldbuilding Award (2017)
- USDA NRCS Super Performance Award (2011)

Professional Experience Continued

UX/UI Designer, Graphic Artist & Educator

Am Writing Fantasy | 2017 - Present | *remote*

- Led UX/UI website redesign, enhancing usability for blog, online store, and learning management system (LMS).
- Designed and developed e-learning video courses, including scriptwriting, slide design, and video production.
- Built a strong author community through content marketing, branding, and educational resources.

Administrative Operations Assistant

Overland Expo | 2018 - 2019 | *remote*

- UI website management
- Graphic creation, including t-shirt designs
- Creation and management of viral contests

District Conservationist | Soil Conservationist

USDA—Natural Resources Conservation Service | 2002 – 2016

- Managed public outreach, stakeholder engagement, and program development across multiple counties.
- Led strategic initiatives, training programs, and marketing campaigns to improve landowner participation in conservation programs.
- Completed an 18-month Leadership Development Program, refining presentation, negotiation, and cross-team collaboration skills.

Hobbies & Interests



Multidisciplinary Leadership & Creative Vision

With a strong foundation in **UX/UI, graphic design, and marketing**, I bring a **holistic, strategic approach to design leadership**. I excel at **bridging creativity with business objectives**, ensuring that design not only enhances user experiences but also drives engagement and growth. A collaborative leader, I **mentor designers, facilitate cross-functional teamwork, and champion brand consistency across platforms**. My passion for **storytelling, problem-solving, and innovation** fuels my vision for creating compelling, user-centered experiences. As I advance in my career, I am eager to step into a **leadership role where I can shape design strategy, foster innovation, and elevate creative excellence**.