

Tywan Claxton

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Summary

Creative Specialist with a strong focus on UX/UI Design and Branding. Proficient in user-centered design principles, usability testing, and the complete UX design thinking framework. Proven ability to empathize with users, define their needs, and generate innovative solutions through effective research and design methodologies. Freelancing since 2022 with a background in branding and marketing since 2017.

Professional Experience

Freelancer

Apr 2022 – Present

- Conduct consultations with potential clients, answering questions and providing guidance on design and branding services.
- Utilize UX/UI design skills to help entrepreneurs and companies build and develop cohesive, impactful brands.
- Oversee brand development projects, implementing user-centered design strategies to elevate brand visibility.
- Create and manage low- to high-fidelity prototypes, ensuring smooth transitions from design to development.
- Conduct usability testing and gather insights to refine designs based on user feedback and business objectives.
- Coordinate and communicate effectively with clients to ensure alignment with their vision and objectives.

Digital Products: Product UX/UI Designer (Food Services + NFL)

- Conducted user research to align product design with client needs for Aramark and the Cleveland Browns.
- Designed wireframes, user flows, and interactive prototypes to support functionality and aesthetic appeal.
- Facilitated workshops with stakeholders to establish design expectations and clarify project objectives.

- Led design efforts to create user-centered content strategies, improving user experience across platforms.
- Collaborated with cross-functional teams to integrate design improvements and adapt to project requirements.
- Monitored project progress, providing regular updates to stakeholders and refining designs as needed.

Non-Profit: UX/UI Designer + Creative Specialist

- Led the design and development of user-friendly interfaces across iOS, Android, and Web platforms.
- Conducted usability tests, analyzing feedback to create responsive, user-centered design improvements.
- Managed brand development initiatives, assisting clients in establishing and enhancing brand identities.
- Participated in design critiques and stakeholder feedback sessions, refining designs based on input.
- Ensured cross-platform compatibility and responsiveness, optimizing websites for all screen sizes.
- Developed strategies to align design with product objectives, enhancing user engagement and retention.

HealthCare StartUp: Product UX/UI Designer

- Collaborated with product managers and stakeholders to create innovative solutions for user interfaces.
- Owned the end-to-end user journey, transforming initial ideas into meaningful, production-ready designs.
- Led cross-functional discussions on user experience aspects, gathering feedback for design iterations.
- Built relationships across teams, clearly communicating design goals, processes, and team vision.
- Enhanced usability and functionality by conducting iterative design sprints and usability testing.
- Created presentations and led discussions with stakeholders to drive experience-focused improvements.

Previous Roles

Bellator MMA: Professional Athlete

Nov 2017 – Jul 2021

- Developed and implemented social media strategies to manage and grow brand presence across channels.
- Enhanced public image through PR efforts and strategic brand positioning, fostering media relationships.
- Built and maintained partnerships, collaborating with sponsors and influencers to elevate brand reach.
- Collaborated with content and design teams to create multimedia content aligned with brand goals.
- Conducted market research to monitor competitors and stay ahead of trends within the MMA industry.
- Represented the brand at conferences and trade events, building industry connections and partnerships.

Flight1125 LLC: Small Business Owner - Athlete

Nov 2017 – 2022

- Designed, built, and maintained websites using WordPress and Wix, ensuring brand consistency across pages.
- Led eCommerce initiatives, implementing inventory management and forecasting to prevent stockouts.
- Managed all website updates, troubleshooting issues, and optimizing for desktop and mobile devices.
- Directed web design elements, including interactive graphics, to appeal to enterprise clients.
- Created marketing collateral for digital platforms, ensuring alignment with brand standards and goals.
- Provided creative direction for content, supporting storytelling efforts and audience engagement.

Iron Bridge Tools: Marketing Project Head

Jul 2016 – Nov 2017

- Led the marketing project for a Kickstarter campaign, exceeding funding goals by \$16,778.
- Conducted market research and SWOT analysis, aligning promotional tactics with market demand.
- Collaborated across departments to refine strategies, adapting to campaign developments as needed.
- Managed influencer partnerships to boost campaign visibility, engagement, and backer interest.
- Communicated marketing insights across teams, ensuring strategic alignment and execution.

- Analyzed key performance metrics, adjusting the campaign strategy to maximize audience reach.

Blackzilians Professional Sports Team: Social Media Specialist

Aug 2015 – Nov 2017

- Coordinated athlete relations and team partnerships to strengthen brand visibility on social media.
- Developed content strategies in collaboration with athletes and stakeholders, optimizing promotion.
- Created and managed athlete branding initiatives, enhancing individual and team presence online.
- Researched industry best practices for brand management, implementing innovative strategies.
- Assisted athletes with personal branding efforts, boosting their engagement with target audiences.
- Maintained confidentiality and handled sensitive matters professionally to support executive operations.

Invicta Realty Group: Social Media Consultant

2016

- Developed and implemented social media strategies to increase brand awareness and engagement.
- Provided training sessions on social media best practices, empowering stakeholders with knowledge.
- Created a comprehensive social media guide, outlining trends, tools, and effective strategies.
- Conducted competitive analysis to benchmark social performance against industry standards.
- Regularly monitored social media analytics to optimize content and improve engagement rates.
- Ensured alignment of social strategies with business goals, refining based on performance data.

Will Landscaping Supplies: Driver

2011 – 2015

- Analyzed delivery routes, ensuring timely and safe delivery of supplies despite changing conditions.
- Proactively resolved logistical issues to ensure positive customer experiences and satisfaction.

- Engaged with clients to provide product information and recommendations tailored to their needs.
- Collaborated with internal teams to streamline delivery operations and improve service efficiency.
- Maintained a high standard of communication, following guidelines and handling customer feedback.
- Provided feedback on customer preferences, contributing to improved product offerings and service.

Cleveland Heights Garden Center: Customer Service Representative

Mar 2005 – May 2011

- Assisted customers in selecting landscaping products, building rapport through expert recommendations.
 - Actively gathered and communicated customer feedback to improve product selection and services.
 - Surpassed personal sales targets by leveraging product knowledge and delivering tailored solutions.
 - Built lasting customer relationships, enhancing brand loyalty and trust through excellent service.
 - Maintained comprehensive product knowledge, keeping up with inventory changes and promotions.
 - Collaborated with teammates to meet store objectives, promoting a positive work environment.
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Education

- **Bachelor's Degree** in Health Specialized Studies with a Concentration in Marketing, Ohio University (2012–2015).
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Certifications

(Google, Coursera, and other platforms)

- Google Data Analytics, SQL, Adobe XD, UX Design Specialization, Data Analysis with R Programming, and more.
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