Austin Lynch
Senior Graphic Designer • UI/UX Lead • Product Designer
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Professional Summary

Senior creative professional with 10+ years of experience driving user-centered design, product visuals, and brand-led content across digital and print platforms. Strategic leader known for transforming complex ideas into cohesive visual systems, intuitive UI/UX experiences, and high-impact marketing assets that strengthen brand consistency and accelerate engagement.

Professional Experience

Center for Hair Restoration LLC, Latham NY *Senior Product, UI/UX & Brand Designer - Present*
- Led creative direction across brand, product, and UI/UX for web, social, email, print, and video, driving multi-channel campaigns that increased audience engagement by 60%.
- Partnered with executive leadership to oversee brand and marketing operations, establishing scalable design systems and delivering 20+ private-label brands with 5+ products each, including advanced 2D/3D product visualization.
- Owned design, UX, and video content across 8 company websites, leading ongoing optimization, content updates, and performance-focused improvements.

Fuccillo Automotive Group, Albany, NY *Capital District Videographer/Photographer/Editor - 2021*
- Created high-impact promotional video and photo content using After Effects and Premiere Pro, driving a **70% increase in customer conversions**.
- Executed and optimized digital marketing campaigns through Facebook Meta Suite, expanding reach and improving audience engagement.

SUNY Polytechnic Institute, Utica, NY Lead Designer, Factory Times School Newspaper - 2019
- Redesigned the newspaper's visual layout and digital presence, improving readability and online accessibility through the school website.
- Trained and mentored junior designers in Adobe Illustrator and Photoshop to maintain consistent design standards.

Education

Bachelor of Science in Communications & Information Design
SUNY Polytechnic Institute, Utica, NY, - 2019

Skills

- **UI/UX & Product Design:** Product thinking, wireframing, prototyping, design systems, accessibility, usability testing; Figma, Adobe CC, Blender, Spline, Unity, AI tools
- **Motion & Interactive Media:** UI motion, micro-interactions, visual storytelling; After Effects, Premiere Pro, CapCut, Lottie workflows, audio/voice integration
- **Front-End & No-Code Development:** HTML, CSS, JavaScript; Webflow, WordPress (Elementor Pro), responsive and accessible build systems
- **Growth & Lifecycle Design:** Funnel and lifecycle design, conversion-focused campaigns; Mailchimp, Constant Contact, BeePro, Meta Suite, SMS automation
- **Workflow, Automation & Design Ops:** Design operations, process automation, cross-team workflows; Make, Notion, Calendly
- **Additional Product Skills:** Photography, audio editing, creative coding (Processing/Java), SketchUp, rapid prototyping, AI-assisted MVPs