TINA AVENT

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GRAPHIC DESIGNER

Graphic Designer specializing in transforming complex product concepts into clean, modern, narrative-driven visual systems. Adept at turning abstract messaging and persona needs into clear, high-impact diagrams, product visuals, and marketing assets. Proven track record in cross functional collaboration to execute marketing campaigns and branding initiatives in a B2B environment. Adept at designing high-performing digital assets and landing pages that align visual storytelling with user experience goals.

SELECTED HIGHLIGHTS

✔ Designed and maintained cohesive brand systems across print, digital, and web platforms.

✔ Developed visually engaging campaigns, presentations, and marketing materials that reinforced consistent brand identity.

✔ Partnered cross-functionally with marketing, and leadership teams to deliver accessible, user-centered design solutions.

✔ Experimented with motion and interactive design to evolve brand storytelling and elevate visual impact.

CORE COMPETENCIES

▪ Print/Digital Design	▪ Campaign Strategy/Execution	▪ Web Design & Development
▪ Accessible/SEO Centered Design	▪ Adobe Creative Suite	▪ CSS & HTML Coding
▪ Marketing Collateral	▪ Prototyping (Figma)	▪ Cross-functional Collaboration

PROFESSIONAL EXPERIENCE

TIP Strategies | Austin, TX | July 2021 – September 2025
Graphic Designer / Accessibility & Usability Specialist
Designed and produced branded communications for a national economic development consulting firm, including social media, marketing emails, PowerPoint, Word, and WordPress. Ensured ADA accessibility compliance and maintained consistency across multiple brand identities.

Key Projects:
- Designed social media graphics and targeted marketing emails to support outreach efforts.
- Developed PowerPoint presentations using master templates to reinforce brand identity.
- Produced complex Word documents with footnotes, cross-references, and formatting across multiple brands.
- Customized and maintained WordPress pages to align with evolving content needs.
- Reviewed and remediated document and data deliverables to meet usability and ADA accessibility standards.
- Created custom icons and visualizations while maintaining a design library.

Austin-Bergstrom International Airport | Austin, TX | January 2023 – May 2023
User Experience Designer
Partnered with a three-member design team to audit accessibility services and web content. Researched best practices, redesigned the accessibility page, and conducted user testing. Delivered a resource guide that informed adopted improvements, including ASL video interpretation and clearer page navigation.
My Role: Background research, accessibility advocacy, usability testing, and participant recruitment.

Key Projects:
- Synthesized insights from accessibility-focused traveler blogs and videos to benchmark airport accommodations and prioritize enhancements.
- Created low-fidelity wireframes to test new information hierarchy
- Researched Hearing Loop technology at the airport, assessing use and recommending improvements.
- Conducted interviews with passengers with accessibility needs to evaluate the redesigned webpage.
- Presented design findings to airport stakeholders, influencing adoption of multiple accessibility improvements.
- Documented user pain points and proposed solutions to enhance accessibility across services.

International Conference Management | Austin, TX | November 2018 – July 2020
Graphic Designer
Produced a monthly magazine, responsive HTML emails, tradeshow signage, and digital/social media graphics for ICM, which manages national tradeshows in the construction and beauty industries.

Key Projects:
▪ Redesigned company prospectus and collateral to better market the company to prospective exhibitors.
▪ Collaborated with exhibitors on design revisions and coordinated with vendors on complex print production.
▪ Layout and design for a monthly magazine. Print and digital editions, including creating print ads for exhibitors.
▪ Created collateral and visual assets for conferences and tradeshows, including wayfinding signage and promotional materials.

OnRamp (now LightEdge) | Austin, TX | 1998 – July 2018
Graphic Designer & Web Developer
Lead the complete re-design and structure of all collateral for a more accurate reflection of the company brand. Extensive experience with site architecture, graphic design, web development, and system analysis. Collaborate cross-functionally with sales, marketing, and leadership to gain insight into goals and better tailor marketing materials, acting as a creative lead and editor.

Key Projects:
▪ Transformed company tradeshow branding to stand out among competitors in the chaotic tradeshow environment by using a bright, dynamic design and lighting integrated into the booth.
▪ Designed a custom fabric for suit jackets that included icons that represent core services.
▪ Created video signage used in the data center lobby and for the tradeshow booth using Adobe After Effects.
▪ Built responsive HTML/CSS email templates and web forms in Marketo marketing software.
▪ Created slicks, whitepapers, ads (print and digital), graphic email banners, sales materials, and presentations.
▪ Developed sites for clients on WordPress as well as fully custom sites. These projects include e-commerce sites like James Avery Craftsman and large websites like the Texas Railroad Commission and the Secretary of State.
▪ Managed/delivered all CSS and HTML coding and sizing/export of graphics for the complete redesign of a 300-page responsive website. The site was a fully customized template in WordPress using Bootstrap.
▪ Developed the user interface and graphic design for a customer portal enabled data center customers to edit employee information and access types, add and see trouble ticket history, and view data center services.

EDUCATION

Austin Community College, Austin, TX
Associate's degree – User Experience Design

ACCOMPLISHMENTS

Winner – Austin Design Week 2020 Design-A-Thon | November 2020
Developed a gamified user interface for elementary school students to spur greater student engagement in remote learning. This one-week design sprint was a collaboration with four other designers
For this project I conducted interviews, research, content strategy and co-presented the final pitch.

National 3rd place Finalist – Community College Innovation Challenge | June 2021
Used Machine Learning to review police body camera footage for early signs of officer stress and prevent escalation.
For this STEM competition I conducted interviews, research, visual design, content strategy and co-presented pitch.

ADDITIONAL CREDENTIALS

DESIGN SYSTEMS/TOOLS	Figma, Adobe Creative Suite, Miro, WordPress, Marketo, Bootstrap, HTML/CSS
THEATRE WORK	Vortex: 1998-present: Technical theater board operator for sound and lights.