

PERSONAL BRAND GUIDE



AUSTIN LEWIS



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“VALUES ARE THE STARS BY WHICH YOU NAVIGATE YOUR SHIP.”
-KEN BLANCHARD



Mission Statement

Focused on creativity, collaboration, and results. At the end of the day, I want everything I design to bring a sigh of relief, followed by a smile.



Approach

Unwavering principles, adaptable approach.

Curiosity drives design, precision perfects it.

Listen first, understand second, design third.

Action today beats tomorrow's perfect plan.

Innovation prowls unmarked trails.

Tools evolve, fundamentals endure - master both.

Consistency out speeds everything.





“SELF-AWARENESS IS THE FOUNDATION OF GROWTH.”
-CHRIS DO



Origin Story

I grew up in a campground turned neighborhood on a lake at the bottom of the foothills in Washington, USA. My dad was a plumber and my mom was a bookkeeper. I was babysat by my grandparents who lived a mile away on the other side of the lake.

What does this have to do with design? Everything, though I only realized it later in life.

My dad's work taught me that great solutions don't need to be flashy, they just need to work reliably, even if no one sees them. My mom's work taught me the importance of being organized and getting the fine details right. And running around that lake every day taught me that figuring out the best path given the situation is a valuable skill.





Origin Story

At my grandparents' house we were *encouraged* to play outside until dinner. It may sound harsh, but looking back I realize what a blessing this was. My friends and I had full access to a chunk of forest and lake to run around in. I could go anywhere as long as I was within earshot of my grandpa's whistle.

On especially rainy days, we'd hang out in the garage where my grandpa's woodworking tools and projects filled the walls. I always admired his "workshop," and knew I wanted to make things like him, but had no tools of my own.

I did have a computer at home, though.





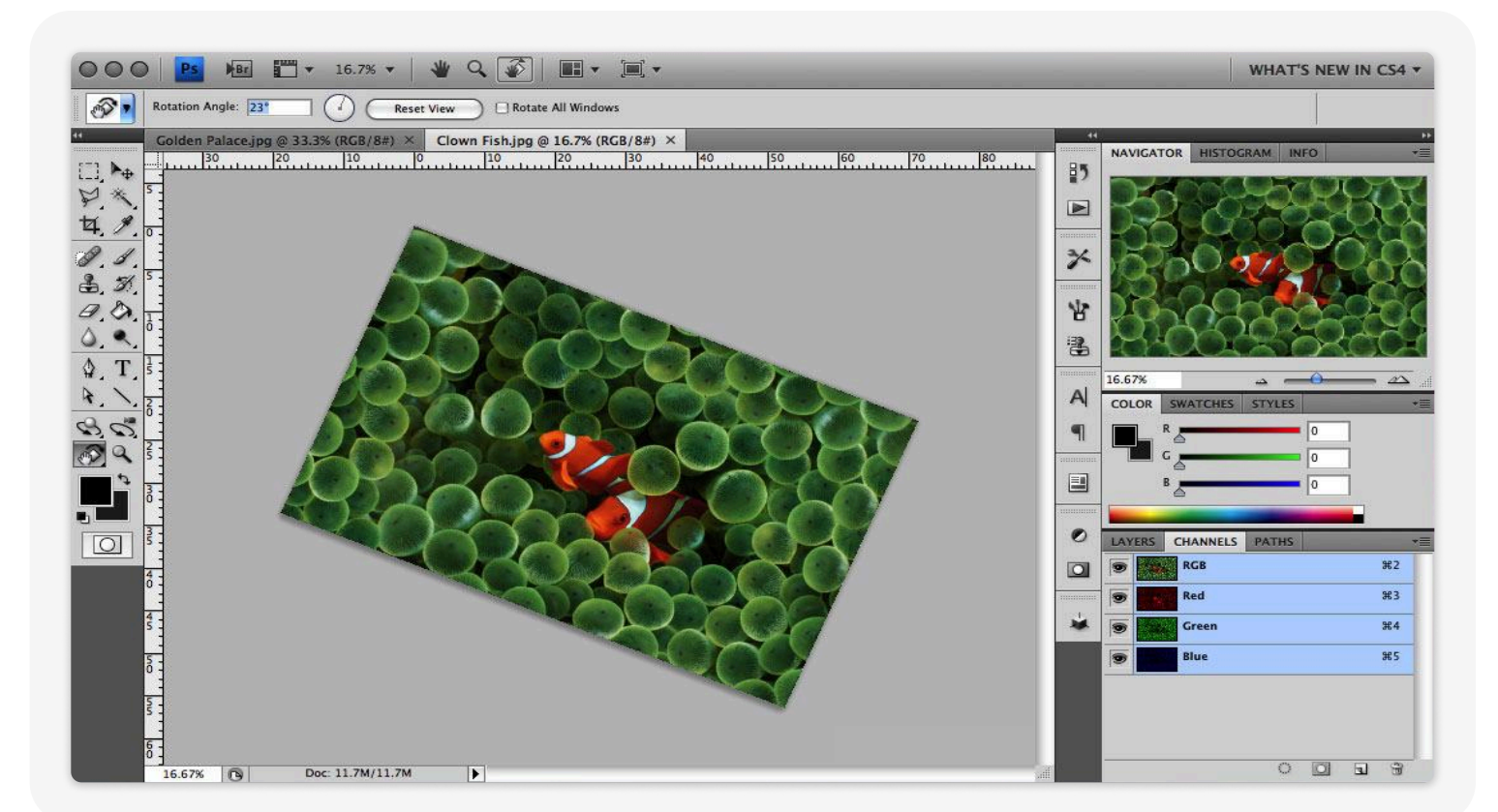
Origin Story

Access to the computer was really the transformative moment that unlocked a design path for me.

At a young age, I remember using *Pokémon: Project Studio* to design little posters that I'd print out and hang in my room. I remember beaming with pride when my friends asked me for copies of their own.

In high school, I took a digital photography course. It taught me the fundamentals of my first Adobe software, *Photoshop CS4*. Building composite images that looked like movie scenes every week sparked my interest in digital creation.

The freedom to experiment using the computer really helped me find my own way in a social and geographical environment that was more set in tradition.



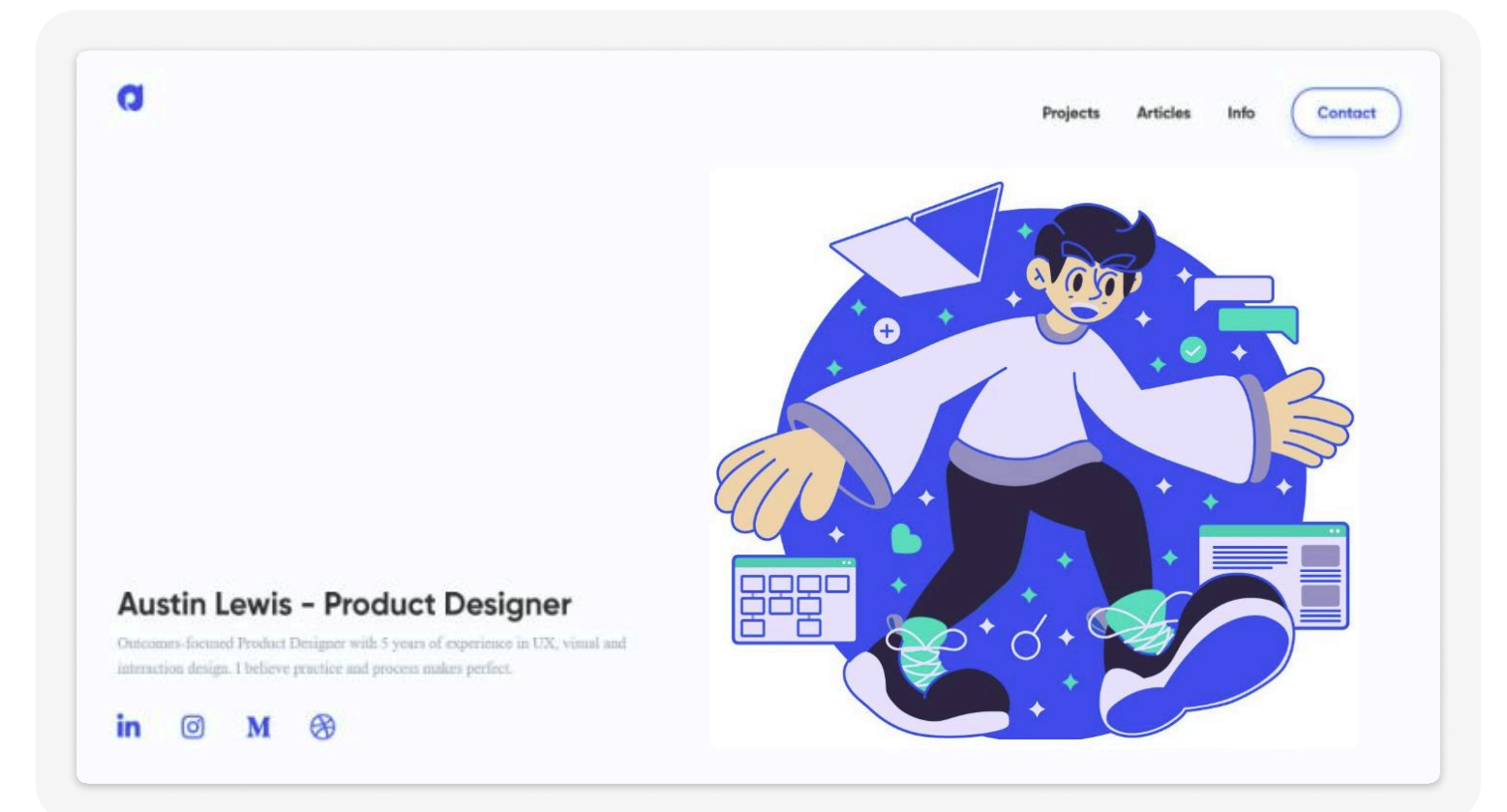


Origin Story

In university, I continued to polish my skills while earning a BA in Digital Technology & Culture. While I was doing fine in my classes, a frustration was growing. I could make designs, but I was hungry to take them to the next step.

This led me to start studying programming on the side, mainly front-end development languages. The first time I saw my work on a live URL, I knew I was hooked.

There was such a rush in being able to take an idea and make it real, and I knew this was where I wanted my career to go.



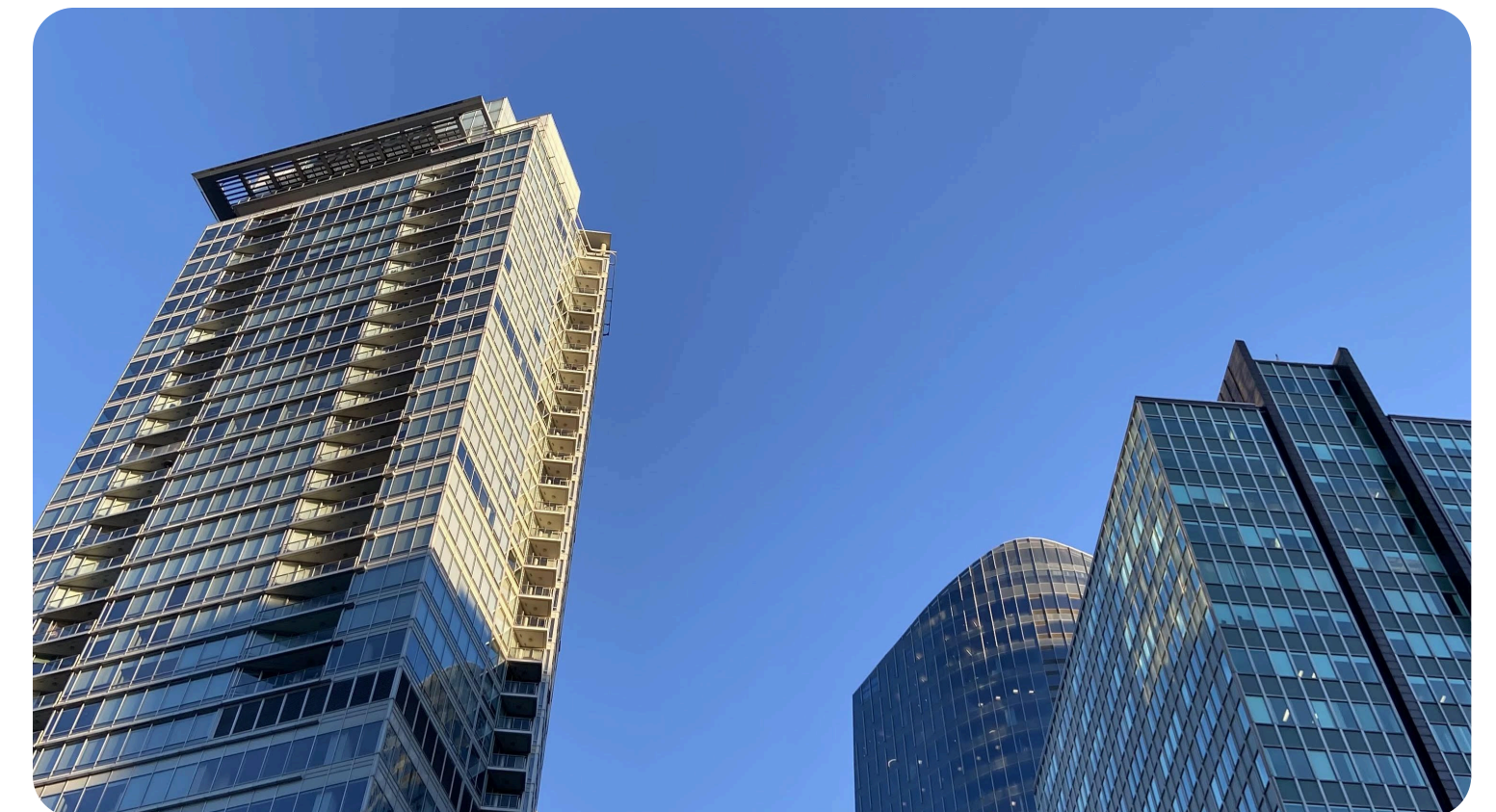


Present

After graduation, I sought out opportunities where I was able to use my full skillset. I built websites for clients, taught CSS at a coding bootcamp, and did some freelancing on the side.

These experiences eventually led to my biggest opportunity yet: relocating abroad to work for a tech company in Vancouver, BC. It was quite a leap from that little forest on the lake.

Today, as a Senior Product Designer, I create features and experiences that solve real problems for people. Those early life lessons still shape how I approach every design challenge.





Future



The future is a rippling reflection; it's difficult to predict how the waves will crash into each other.

But I'm not worried about it. I'm at my best when I'm knee-deep in a new challenge anyways.



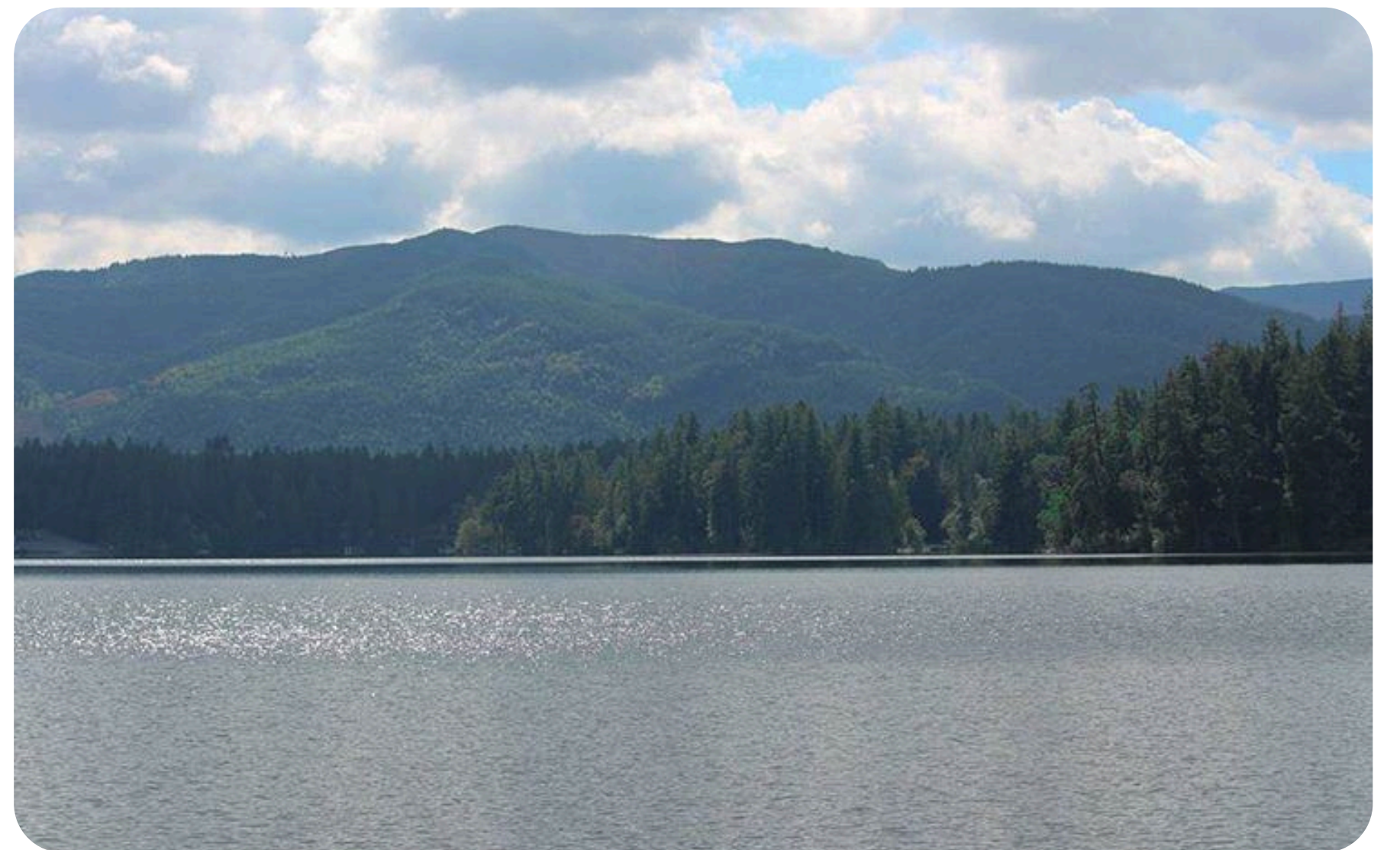
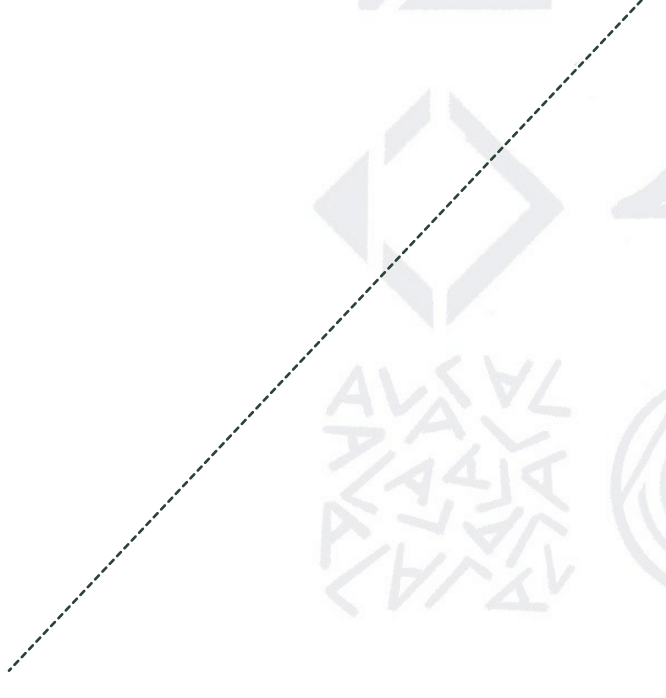
“A LOGO DOESN’T SELL, IT IDENTIFIES.”
- PAUL RAND



Early Explorations



REJECTS 47
POTENTIAL 01





Iteration

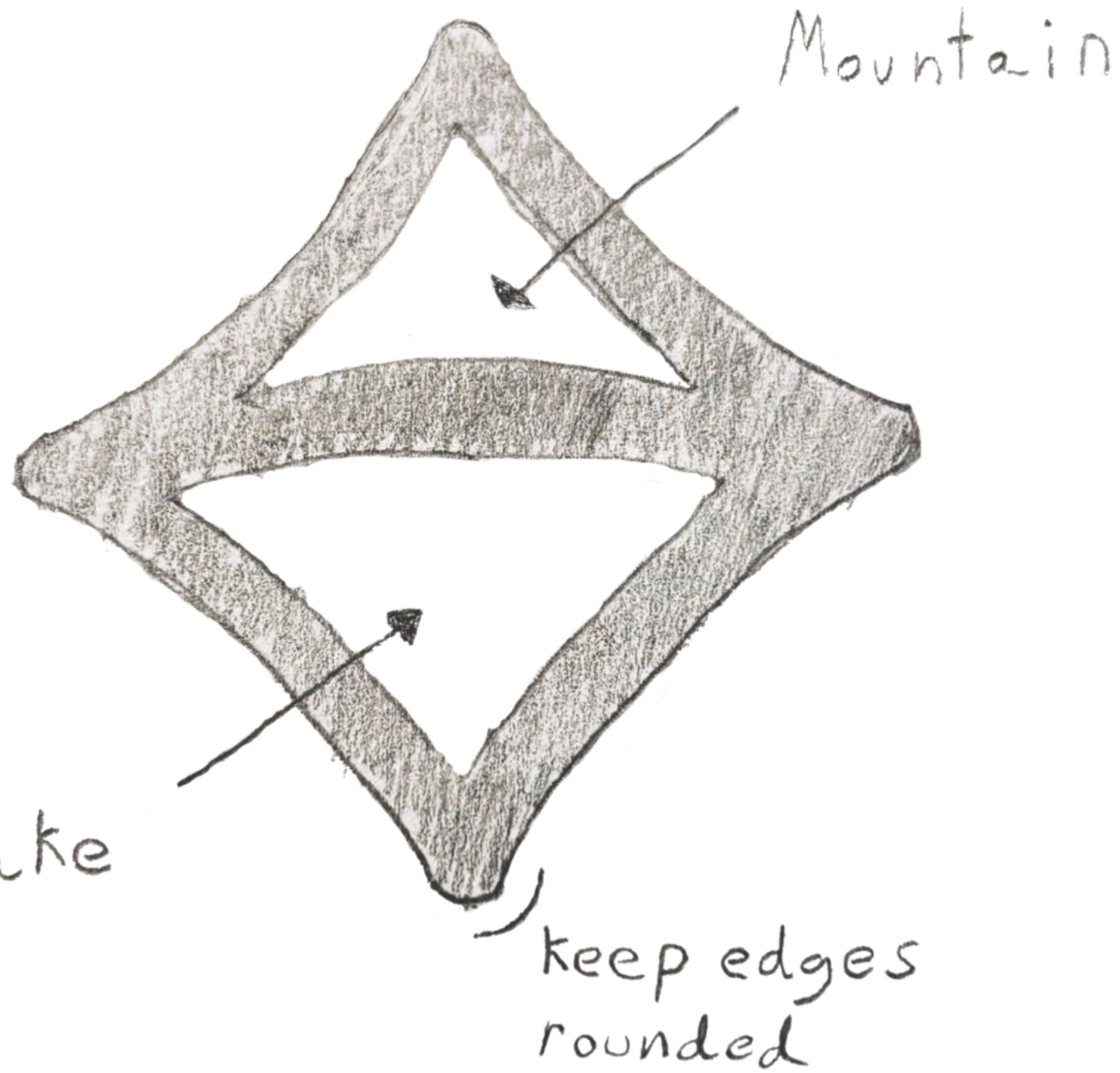
SYMBOLISM

- Four-Point Star
- "A" + "L"
- Lake & Mountain

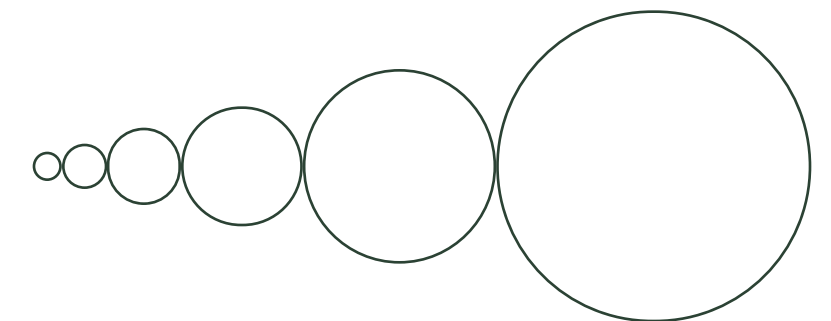
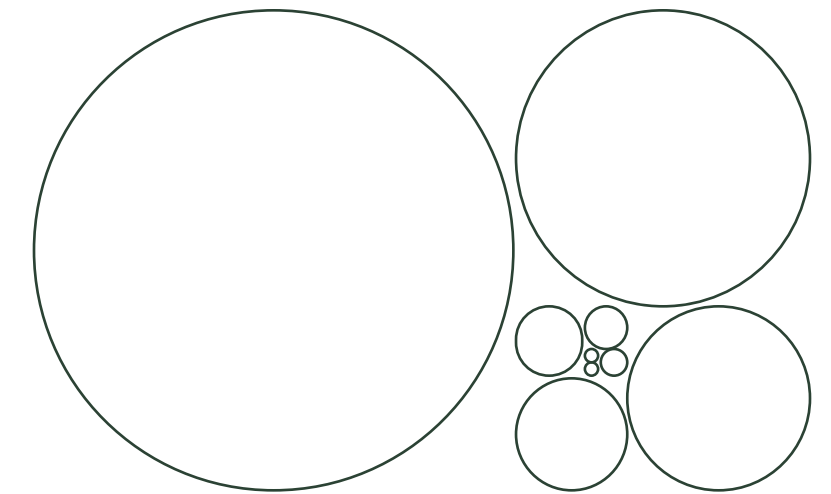
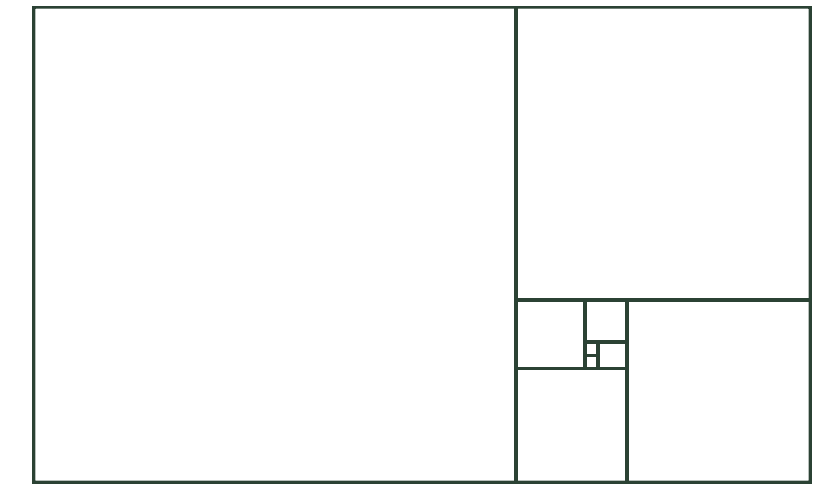
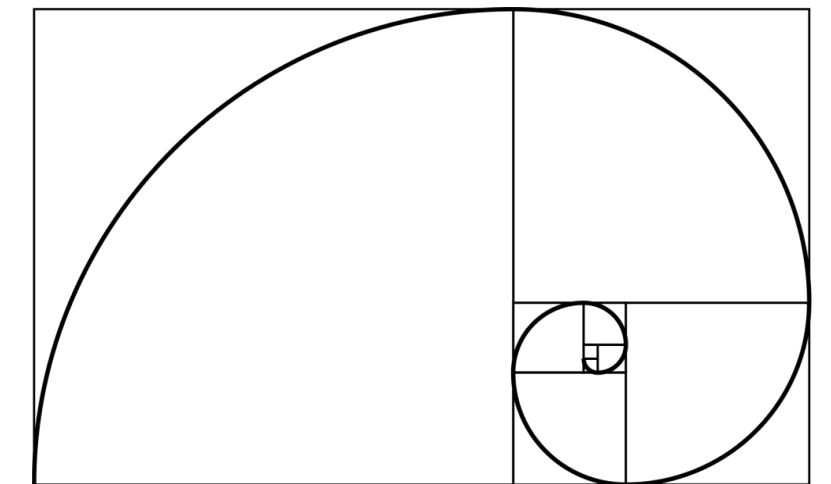
DESCRIPTION

The logo combines three concepts into one unified design. A four-point star forms the foundation of the logo. Abstracted "A" and "L" letterforms fill in the logo's structural lines. A minimalist depiction of a mountain rising beyond a lake is formed within the white space.

SKETCHING



POLISH METHOD

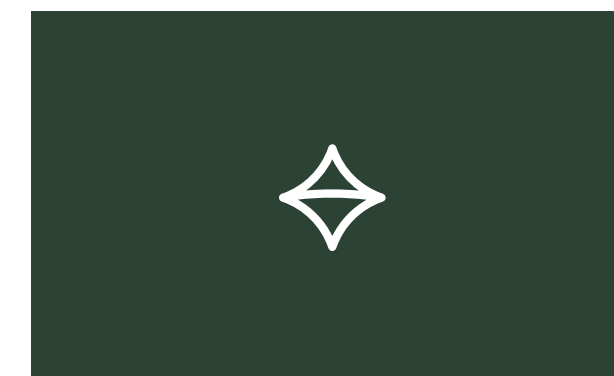




Finished
Mark



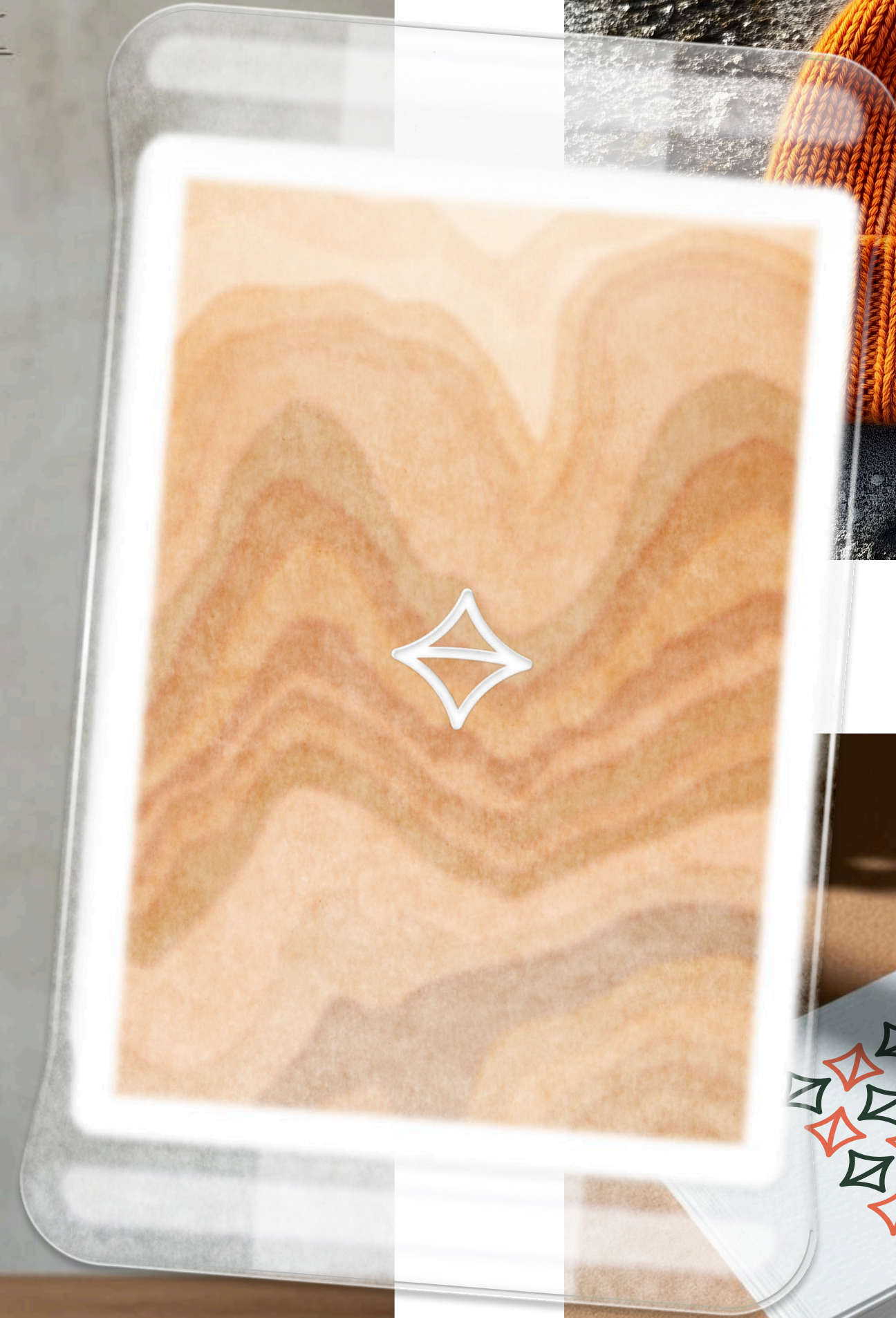
M940.66,464.64C751.1,399.41,600.95,
 249.47,535.44,60.04C-0.29-0.84-6.47
 -28.29-35.91-28.29S-35.61,27.45-35.
 9,28.29C398.11,249.47,247.96,399.41
 ,58.4,464.64C-0.83,0.29-27.59,6.65-
 27.59,35.41S26.76,35.13,27.59,35.41
 C189.56,65.24,339.7,215.18,405.22,4
 04.61C0.29,0.84,7.71,28.29,35.91,28
 .29S35.61-27.45,35.9-28.29C65.52-18
 9.43,215.66-339.37,405.22-404.61C0.
 83-0.29,27.59-7.75,27.59-35.41C968.
 25,472.39,941.49,464.93,940.66,464.
 64ZM499.53,163.55C53.39,109.39,133.
 94,203.96,232.4,274.45C-154.12-14.1
 4-309.18-14.48-463.35-1.05C366.38,3
 66.58,446.4,272.41,499.53,163.55ZM4
 99.53,836.57C-65.74-134.7-172.67-24
 6.92-303.5-319.4C201.07-23.22,404.1
 7-22.87,605.18,1.01C671.21,590.68,5
 64.97,702.49,499.53,836.57Z



LOGO



Applications



LOGO



"TYPE IS A BEAUTIFUL GROUP OF LETTERS, NOT A GROUP OF BEAUTIFUL LETTERS."
- MATTHEW CARTER



Primary Font - Aeonik

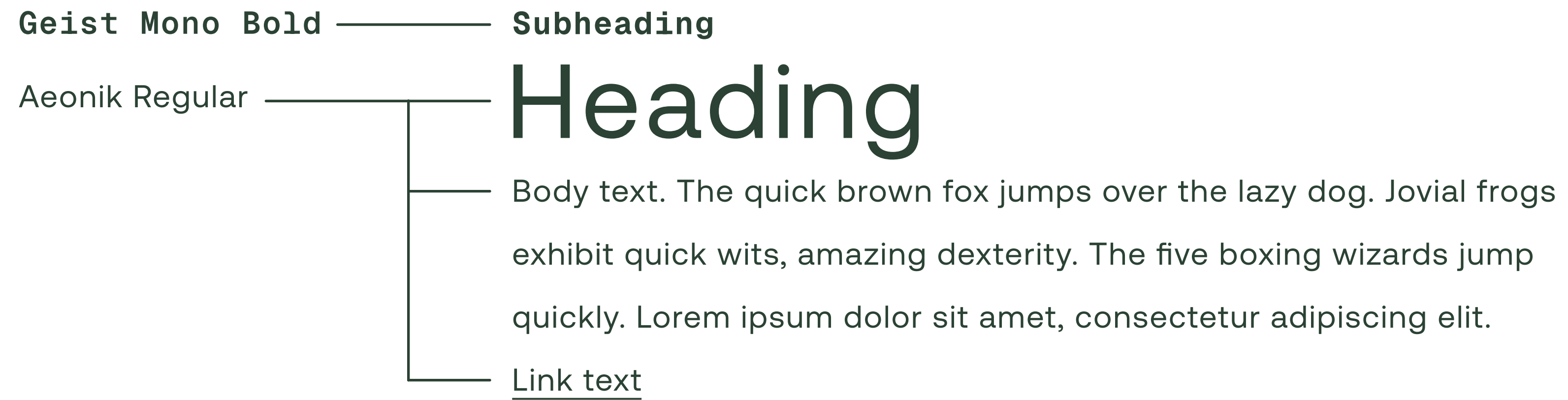
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

Supporting Font - Geist Mono

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz



Hierarchy



H1 H2 H3 H4



Relative Units

```
$text-font: 'Aeonik';
$subheading-font: 'Geist Mono';
$text-weight: normal;
$text-line-height: 1.4;

%text-base {
  font-family: $text-font;
  font-weight: $text-weight;
  line-height: $text-line-height;
  letter-spacing: 1px;
}
```

```
p {
  @extend %text-base;
  font-size: clamp(0.875rem, 1vw, 1rem);

  &.small {
    font-size: clamp(0.75rem, 0.75vw, 0.75rem);
  }
}

a {
  @extend %text-base;
  font-size: clamp(0.875rem, 1vw, 1rem);
  text-decoration: underline;
}
```

```
h1 {
  @extend %text-base;
  font-size: clamp(3rem, 8vw, 6.25rem);
}

h2 {
  @extend %text-base;
  font-size: clamp(1.75rem, 4vw, 2.5rem);
}

h3 {
  @extend %text-base;
  font-size: clamp(1.5rem, 3vw, 2rem);
}

h4 {
  @extend %text-base;
  font-size: clamp(1.25rem, 2vw, 1.5rem);
}

.subheading {
  font-family: $subheading-font;
  font-weight: $text-weight;
  line-height: $text-line-height;
  font-size: clamp(0.875rem, 1vw, 1rem);
}
```



"COLOR DOES NOT ADD A PLEASANT QUALITY TO DESIGN, IT REINFORCES IT."
- PIERRE BONNARD



Primary Colors



● EVERGREEN | #2C4234 | RGB(44, 66, 52) | PANTONE 553 C



● ROE | #FF6A3B | RGB(255, 106, 59) | PANTONE 1645 C



Shades

WHITE - #FFFFFF

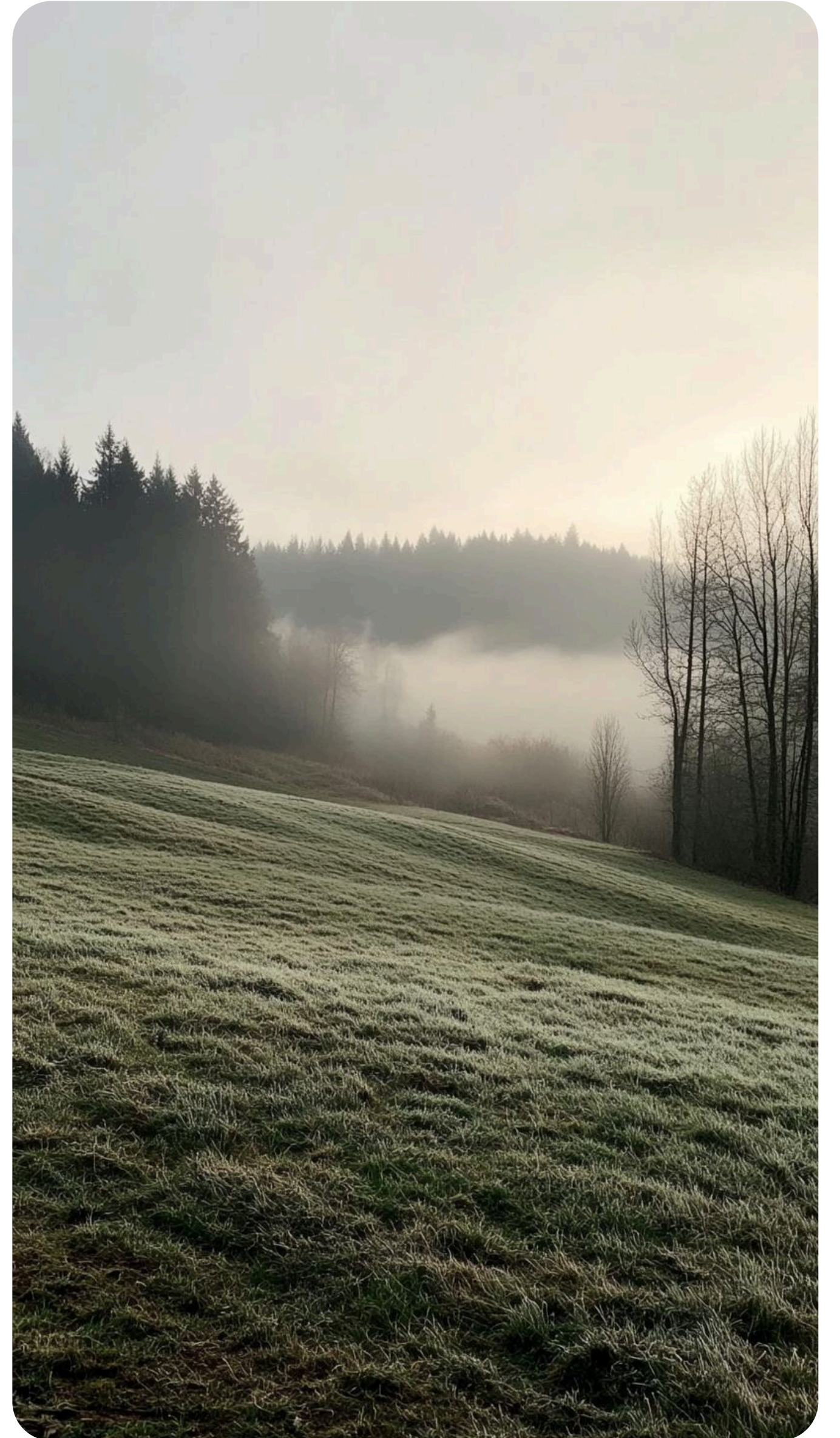
OFF WHITE - #F5F5F5

LIGHT GREY - #E7EAE8

GREY - #B6BCB9

EVERGREEN - #2C4234

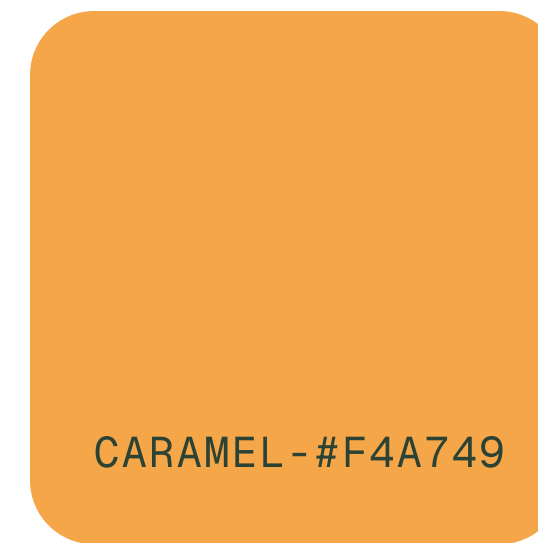
Meant to represent a cool winter morning.





Supporting Colors

COLOR



Used very sparingly.
They only show up
briefly to support
the primary colors.



"EXPERIENCE IS NOT A PREDICTION OF THE FUTURE, BUT A COMPASS TO NAVIGATE IT."
- HENRY DAVID THOREAU



Resume

EXPERIENCE

ACTIVESTATE

03/25 - Present
Vancouver, BC

SENIOR PRODUCT DESIGNER

- Led UX strategy during a new product development cycle, driving company-wide alignment on a new product direction through rapid prototyping and stakeholder workshops.
- Redesigned core developer tool workflows, reducing task completion time and improving usability scores across a technical user base of 100K+ developers.
- Collaborated closely with contractors, engineering, and marketing to launch a full website redesign that drove a 22% lift in conversions and 50% improvement in page performance.
- Created the new logo and supporting visual assets for a brand refresh at a multi-million dollar SaaS company, unifying the visual identity across product, web, and marketing channels.

ACTIVESTATE

09/19 - 03/25
Vancouver, BC

UX/UI DESIGNER

- Conducted usability tests and iterative design experiments that increased sign-ups by 23% and improved onboarding completion by 50%.
- Built and maintained a design system of 60+ reusable components and documentation that standardized UI patterns across the product, reducing design debt and speeding up dev handoff.
- Partnered with engineering to merge 100+ PRs into the product codebase, bringing production-ready designs to life and supporting on-time launches.

SOCIAL POWER

08/18 - 09/19
Tacoma, WA

WEB DEVELOPER

- Designed, built, and launched 30+ client websites, including full e-commerce experiences with 100+ product catalogs, while leading client onboarding and defining KPI frameworks to align design with business goals.

SKILLS

EXPERTISE

- UX/UI
- Wireframing
- Prototyping
- Design Systems
- User Research
- Branding
- Web Development
- Usability Testing
- Accessibility(WCAG)
- Information Architecture

DESIGN

- Figma
- Photoshop
- Illustrator
- Rive
- Blender

DEVELOPMENT

- React
- NextJS
- HTML
- Javascript
- CSS
- Git
- GitHub
- Claude
- Webflow
- Framer

EDUCATION

BACHELOR OF ARTS DEGREE - DIGITAL TECHNOLOGY & CULTURE

Washington State University | Vancouver, WA | 2015-2017

CERTIFICATION - GAME DESIGN

Washington State University | Vancouver, WA | 2015-2017



Social Links

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GITHUB <https://github.com/austinlewis1>

COSMOS <https://cosmos.so/austinl>

INSTAGRAM <https://instagram.com/austinl.design>



Thank you for taking the time to explore my personal brand guide.

If you see potential for collaboration or have opportunities that might align with my skills and perspective, I'd love to get in touch.

My email address contact@austinlewis.design is the best place to reach me. I'm always open to new conversations and possibilities.

Looking forward to creating something meaningful together.