

RAYNE DOUGHERTY

Graphic Designer | UX/UI & E-Commerce Web Experience

📍 Tyler, TX

✉️ raynedougherty7@gmail.com

🌐 [Portfolio Site](#)

🌐 [LinkedIn Profile](#)

PROFESSIONAL SUMMARY

Graphic Designer specializing in digital and e-commerce experiences, with expanding focus in UX/UI design and web interface development. Experienced in campaign creative, paid media, email marketing, and high-fidelity website mockups. Skilled in Figma and cross-functional collaboration, with strong attention to usability, hierarchy, and design-to-development workflow efficiency.

PROFESSIONAL EXPERIENCE

Graphic Designer UX/UI & Ecommerce Web Experience

January 2025 - Present

Cavender's | Tyler, TX | Full-Time

Digital & Campaign Design

- Design weekly promotional emails and digital marketing assets
- Create paid media graphics across Meta, Google, and display platforms
- Develop homepage banners and landing page visuals aligned with brand standards
- Maintain visual consistency across digital touch-points

UX/UI & Web Contributions

- Create high-fidelity website mockups and UI layouts in Figma
- Support e-commerce website redesign initiatives through layout and hierarchy improvements
- Translate merchandising and business needs into user-centered digital solutions
- Produce wireframes and iterate designs based on stakeholder feedback

Process & Collaboration

- Standardized Figma file organization and improved design-to-development handoff process
- Collaborate with eCommerce, merchandising, and development teams
- Support scalable design systems and component consistency

Junior Art Director

May 2023 - January 2025

&Counting.io Houston, TX / Remote | Full-Time

- Led development and implementation of advertising strategies in collaboration with clients, increasing web traffic, customer inquiries, and phone calls
- Developed and maintained brand identity guidelines to ensure consistent messaging across print and digital channels
- Designed new brand systems and campaign assets across web, mobile, print, and out-of-home advertising
- Created innovative campaign concepts and experiments that contributed to a 50% increase in sales
- Utilized user research insights to inform creative direction and user-centered design decisions
- Designed modern marketing websites and e-commerce experiences focused on usability and conversion improvement
- Executed cohesive multi-channel campaigns aligned with client goals and brand standards

Creative Intern

March 2022 - May 2023

&Counting.io Houston, TX / Remote | Part-Time

- Designed and managed digital ad campaigns for clients, including Google Ads display campaigns
- Created web design layouts, presentation decks, and pitch materials for client proposals
- Produced art assets across web, mobile, and print platforms
- Assisted with onsite photo and video shoots to support brand storytelling
- Collaborated with photographers and internal teams to develop cohesive visual styles aligned with project messaging

EXPERTISE

Design Tools

- Figma (UI Design, Wireframes, Prototyping)
- Adobe Creative Cloud (Photoshop, Illustrator, InDesign)

Digital & UX

- UX/UI Layout & Hierarchy
- Responsive Web Design
- E-Commerce Design
- Email & Paid Media Creative
- Visual Brand Systems

Workflow & Collaboration

- Cross-Functional Communication
- Design-to-Development Handoff
- Organized File Systems & Documentation

EDUCATION

Bachelor of Science in Advertising – Art Direction

Texas State University

Magna Cum Laude | Council of Scholars | Dean's List