

Taryn Teigen (she/her) - Brand & Web Designer

Portfolio: www.teigendesigns.com

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Seattle, WA

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Professional Summary:

Brand and web designer with 6+ years of experience in building cohesive brands from the ground up and launching user-friendly, conversion-focused websites. Known for blending storytelling, UX/UI thinking, and clean graphic design to increase engagement, streamline operations, and drive measurable growth. Trusted partner to founders and small businesses, managing multiple projects with speed, creativity, and consistently high-quality execution.

Experience:

Web & Brand Designer-Freelance

June 2020 - Present

- Design visually compelling, cohesive, and company-aligned brand identities across multiple industries, including full brand kits (brand story, logos, color systems, typography)
- Use creative storytelling, client collaboration, design mockups, and Figma wireframes to draft initial concepts and ensure branding is both engaging to relevant audiences and exciting to company decision-makers
- Design and launch fully responsive websites using WordPress, SquareSpace, and Wix.
- Apply UI/UX/Graphic Design Principles and user feedback to improve engagement and usability - i.e. increasing newsletter visibility, better streamlining inquiry or booking processes, reducing back-end work load via recommended plug-ins, etc.
- Proficient in managing multiple clients at once, handling all brand and website projects while maintaining excellent communication, high quality results and meeting deadlines

In-House Designer & Business Consultant-Compass Rose Farms, WA

July 2024 - February 2026

- Sole in-house designer for multi-business operation, maintaining a cohesive brand identity across multiple digital, social, and print channels
- Collaborate closely with business owners to align creative strategy with business goals, such as expanding web, social, and print visibility for high-ticket services, advising on best UX practices for driving sales via online channels, and optimizing marketing SOPs
- Ongoing management of website and email marketing maintenance via Wordpress
- Led social media campaigns on Facebook and Instagram, creating a strong online visual presence that drove website traffic and sales
- Design and produce digital and print assets, including flyers, signage, educational materials and promotional content (online courses, e-Books, etc).

Skills & Tools

Adobe Creative Cloud, Illustrator, Photoshop, Wordpress, Wix, Squarespace, Figma, Canva, Asana

Certifications

Google UX Design, Adobe Graphic Design, Adobe Generative AI Content Creation