

DEVIN GRIFFIN

Senior Graphic & Web/Product Designer | Art Director | Brand Strategist

26+ Years of Award-Winning Design Experience: Orchestrating Visual Identity Systems & High-Impact Campaigns across Print, Digital, & Environmental Media.

PROFESSIONAL PROFILE

I am a Senior Graphic & Web Designer and Art Director with over 26 years of experience bridging brand strategy, meticulous visual execution, and multi-channel marketing campaigns across print and online channels. My design philosophy centers on "brand durability"—crafting cohesive, functional visual identities that scale effortlessly from high-end print editorial and massive environmental signage to responsive web interfaces and digital motion graphics.

Throughout my career, I have specialized in establishing the foundational visual systems—including robust brand guidelines, typographic hierarchies, color strategies, and structured design frameworks—that empower teams, elevate brand equity, and eliminate creative bloat.

CORE AREAS OF EXPERTISE

- **Responsive Web & Interactive UI Design:** Designing modular, intuitive, and high-converting web layouts, landing pages, and digital environments. Expert in interactive transitions, clear call-to-action (CTA) placement, grid alignments, and typography optimized for screens.
- **Digital Campaign Strategy & Lifecycle Marketing:** Designing and scaling targeted multi-channel digital campaigns, automated CRM email frameworks (E-blasts), and promotional digital activation models that maximize customer engagement and lead generation across diverse geographical markets.
- **Brand Identity & Logo Design:** Creating modern, minimalist, and expressive brand architectures rooted in design history, color strategy, and strategic visual communication.
- **Typography & Editorial Layout:** High-end layout design for print catalogs, annual reports, advertising collateral, web UI, and large-scale marketing campaigns.
- **Digital Brand Systems:** Building modular, component-driven UI templates and design assets (utilizing Figma and Adobe Creative Suite) that ensure seamless brand cohesion across web, social, and digital products.
- **Creative & Art Direction:** Leading creative pipelines from the initial concept pitch and mood boarding to final developer handoff and pre-press production quality assurance.
- **Environmental & Signage Design:** Directing spatial and physical brand touchpoints, translating 2D design languages into real-world, high-end architectural environments.

PROFESSIONAL EXPERIENCE

Homes by Avi (HBA) | Web Designer (Senior Graphic Designer & Brand Lead)

2010 – 2026

- **Multi-City Web UI/UX Management:** Solely directed and managed the visual design, interactive layouts, and ongoing front-end updates of the core corporate website spanning three major metropolitan markets and dozens of residential communities. Managed all digital transitions, call-to-actions (CTAs), typographic hierarchies, and interactive modules to optimize user journeys and drive lead generation.
- **Full-Cycle Web Redesigns (3 Platform Iterations):** Conceived, designed, and spearheaded three distinct full-lifecycle website redesigns over a 16-year tenure. Collaborated directly with lead programmers and developers to translate visual layouts into pixel-perfect, highly functional, and responsive digital environments.
- **Corporate Brand & Subsidiary Architecture:** Managed the comprehensive visual integrity and brand standards of the core Homes by Avi corporate identity, its residential community sub-brands, and internal subsidiary companies (including Avi Construction and Homes by Avi Trades), ensuring seamless design cohesion across all market segments.
- **360° Digital & Print Campaigns:** Directed the complete visual design pipeline for all community launches, executing both high-end print collateral (large-format billboards, showhome displays) and high-impact digital campaigns (responsive web collateral, interactive touchscreen displays, and targeted digital marketing assets).
- **Creative Resource Optimization:** Built, structured, and maintained the enterprise-wide digital brand asset management system and master design library, streamlining creative production pipelines and cross-functional team handoffs.
- **Strategic Brand Governance & Vendor Integration:** Championed visual brand integrity across external digital agencies and production houses, establishing corporate brand governance frameworks, robust style guides, and unified design specifications to ensure high-fidelity, scalable execution.

Senior Design Consultant (Freelance) | Brand & Web Art Director

1999 – Present

- **Web3 Branding & Design Systems (Axiom):** Developed the visual identity, brand strategy, and comprehensive design systems for "the free thought network" on the ICP Blockchain (2024). Designed modular website templates and initial UI architectures for decentralized platform environments.
- **Foundational Brand Design (Benevity):** Acted as an instrumental founding designer, designing the initial visual brand standards, brand books, and digital identity patterns for what has grown into a major global platform.
- **Community & Civic Brand Strategy (Canyon Meadows Community Association - CMCA):** Spearheaded a complete, top-to-bottom visual identity system and multi-channel design strategy (2018 – Present). Directed the creation of all print collateral, environmental communication, and digital platforms, currently executing a comprehensive second-generation website redesign to maximize civic engagement and digital accessibility.
- **Real Estate & Finance Branding:** Developed high-impact brand identities, premium print advertising campaign materials, and lead-generating digital platforms for **Calvert Home Mortgage, Timberock Homes, and Tom Sherry & Associates.**

- **Hospitality & Food Identity Design:** Led the comprehensive brand identity, menu design, environmental graphics, and visual web direction for **Vintage Group** (including Vintage Chophouse, Wellingtons & Oscars, Cattle Baron Steak House, and Bookers BBQ) and **Kobe Japanese Steakhouse (Vancouver)**.
- **360° Creative Direction (Perry Thompson Photographers):** Built a complete editorial brand identity system, physical portfolio layouts, client collateral, and direct-mail print campaigns.
- **National Campaign & Brand Strategy (Letsgofordinner.com - Vancouver):** Developed the visual identity, print and digital media kits, national web advertising campaigns, and graphic interface layouts for a premiere reservation engine.

UK Design Contracts | Art Director & Senior Designer

2000s (London, UK)

- **High-Volume Campaign Production (BBC Vision & ID&E):** Directed visual design and digital assets for high-profile national television show launches. Led the extensive visual redesign of the *EastEnders* digital portal, delivering 45 unique editorial layouts for one of the BBC's most visited web properties.
- **Visual Strategy & Redesign (BBC R&M Media):** Acted as sole Art Director and Lead Designer for the digital visual refresh of the BBC Asian Network's online presence, restructuring the channel's visual identity.
- **Creative Fieldwork & Storyboarding (BBC FM&T):** Illustrated detailed narrative storyboards for internal executive pitches and interactive media. Conducted environmental creative research, on-location photography, and concept sketches to build rich, contextual visual assets.
- **Editorial Web Design (Agency.com - Omnicom Group):** Headed the website visual redesign for **HarperCollins.co.uk**, translating the print legacy of a world-renowned publishing house into a modern, grid-aligned digital catalog.
- **High-End Retail & UI Aesthetics (Pod One, EMAP & M Marketing):**
- Designed premium digital layouts for fashion house **Topshop** (Pod One) and experimental UI concepts for multi-brand fashion portals (M Marketing).
- Conceptualized and designed the complete visual architecture for **Magic 105.4 FM (EMAP)**, overseeing the design execution of corporate landing pages and highly stylized promotional microsites.

Graphically Speaking | Senior Graphic & Web Designer

- **Primary Web & Corporate Branding:** Highly regarded as the studio's primary web designer, specializing in comprehensive website redesigns, digital interfaces, and corporate visual identities. Focused on making digital sites easier to navigate while maintaining editorial grid layouts, immaculate typography, and packaging.
- **Cross-Media Brand Integrity:** Supervised design transitions between digital UI systems and traditional print finishes, ensuring Pantone and CMYK color accuracy matched online RGB standards.
- **Design Mentorship:** Provided daily creative direction, layout critique, and professional mentorship to junior and intermediate graphic designers within the studio.

TECHNICAL & STRATEGIC TOOLKIT

- **Creative Suite Mastery:** Adobe InDesign, Illustrator, Photoshop, Bridge, Acrobat
- **Modern Design Systems:** Figma (Component Libraries, Prototyping, and Vector Assets), UI Typography, Grid Layouts, and Digital Asset Management.
- **Digital Activation & Marketing Ops:** WordPress, Sitefinity CMS, Google Analytics, Mailchimp (CRM/E-blasts), Monday.com
- **Creative Strategy:** Mood Boarding, Brand Auditing, Environmental Signage, Strategic Visual Communication, Type Pairing, Spatial Composition, and AI-assisted Ideation (Gemini, Claude, Cursor).

EDUCATION

- **Google AI Professional Certificate** | Coursera
- **Graphic Design Diploma** | Algonquin College
- **Macromedia Digital Solutions (Levels 1 & 2)** | University of Victoria