

DJ PENNINGTON

Sr UX Designer, Design System Lead, Movie Quote Enthusiast

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EDUCATION

BFA in Graphic Design
International Academy of Design & Technology
2008-2011

Basic Courses
University of Texas at San Antonio
2003-2005

SKILLS

UX research and Human Centered Design methodologies, wireframing, responsive design, rapid prototyping, copywriting, brand identity, workshop curation, collateral materials, editorial and advertising design.

Proficient in Figma, Sketch, and the Adobe CC.

ABOUT ME

If not designing, I'm at home chasing around my little family, spending time with friends, or riding motorcycles. In the office I strive to learn at every opportunity and enjoy connecting with others by sharing knowledge and laughs.

OUTLOOK

To join or lead an efficient, organized, and enthusiastic creative team, that are passionate about the experiences they build. Skills I'd enjoy enhancing in my free time are the fields of motion graphics and 3D animation with Cinema 4D.

BRAND EXPERIENCE



CURRENT ROLE

Senior UX Designer & Design System Lead

First American

July 2022-Present
firstam.com

Working closely with UX Researchers and multiple business teams, I produce creative solutions to complex user needs for the ClarityFirst product, streamlining the escrow process within the commercial real estate industry.

In addition to leading the Design Council which meets to standardize needed components within our design system, I manage and maintain that design system, while mentoring designers within the team alongside our Design Lead.



PAST EXPERIENCE

Creative Designer 1

USAA

September 2016-July 2022
usaa.com

Implemented Human Centered Design methodologies to uncover member pain points within digital banking experiences.

I was responsible for end to end project cycles including strategizing, conducting, and synthesizing research that then informed design decisions for a web and mobile app used daily by millions of members. One project in particular helped to retain millions of member accounts from closure.

- Maintained weekly self-initiated design-centric newsletter to foster inspiration from 2018-2022
- Expanded newsletter into Slack channel and occasional podcast
- Upkept standards as Design Language Systems Rep since 2018
- PULSE Rep 2018-2021
- Curated, led, and facilitated HCD ideation workshops with designers and stakeholders
- Mentored designers across lines of business

Art Director

Boss Creative

February 2016-September 2016
bosscreative.com

Oversaw the art direction and creation of responsive web design, collateral materials, and branding for multiple clients.

Art Director

The Wood Agency

October 2015-February 2016
thewoodagency.com

Oversaw art direction of web designs and advertising campaigns that saw billboards remain in San Antonio area for over two years.

Art Director

KGBTexas Communications

November 2013-October 2015
kgbt.com

My first industry big break, which allowed me to nurture client accounts while focusing on a variety of digital and printed collateral material from concept to delivery. It was here I cut my teeth on fast paced agency production, working on branding, advertising, web design, and public relations campaigns.

Freelance Designer

SWIRL

October 2013-November 2013
getswirled.com (inactive)

Freelance designing as an extra pair of hands under the company founders.

Contract Designer

Harland Clarke

August 2013-September 2013
harlandclarke.com

Contracted to prepare design files for online customization for Walmart's print products.

Graphic Designer

Peel, INC

July 2012-August 2013
peelinc.com

Daily tasks at this publishing company included designing ads and logos, and laying out newsletters for businesses and communities across Texas.

Internship

Rikky Möller Design

October 2011-January 2012
iwantmocreative.com

Direction under Rikky Möller with projects including company identity, web design, photography, and stationery.

Freelance Designer

& Admissions Advisor

Aveda Institute San Antonio

February 2008-July 2012
avedaarts.edu/locations/san-antonio

While official duties existed within the admissions department, I was utilized for internal collateral design throughout these four years.

Sales & Design

JCS Branding, INC

June 2006-February 2008
jcsbranding.com (inactive)

With direction from CEO and founder, was first introduced to Adobe Illustrator for use of logo recreation while selling promotional products. Secured and nurtured the second and third highest valued client accounts.