GRIFFIN WELLS

Product Designer

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Experience

Product Designer | Eternal   SEPT 2022 – JUL 2024

Legends of Lostville
- Designed and developed an AI-driven narrative game where players solve crimes in a gritty 3D world.
- Conducted user testing with middle schoolers (ages 12-14) to understand mobile gaming preferences.
- Achieved high engagement with players sending over 350,000 messages, enhancing the language model.

Eternal Radio
- Crafted a hybrid event ticketing app for both IRL and virtual events (average attendance of 1-2k fans).
- Shipped secure ticket reselling and scam prevention features, enhancing trust and safety for 54k users.
- Hosted multiple sold-out events featuring Julia Fox, Bladee, and Teezo Touchdown at venues such as Elsewhere, Public Records, and The Rink at Rockefeller Center.

Associate Designer | JUV Consulting   JUN 2022 – SEPT 2022

- Conceptualized and launched a new logo, presentation templates, and design system
- Produced visual content and motion graphics for social media, boosting social engagement by 19%
- Spearheaded design meetings and instructed a team of 5 for clients such as Chamberlain Coffee

Graphic Designer | Mad Realities   APR 2022 – AUG 2022

- Developed branding for Mad Realities' original TikTok series
- Created exclusive merchandise, leading to a successful launch of sold-out t-shirts, hats, and stickers.
- Re-designed key materials like the brand bible and polished pitch decks.
- Prepared over twenty logo variations to strengthen brand identity across social media.

Design & Business Intern | Pizzaslime   JUN 2021 – AUG 2021

- Optimized vector assets for screen printing and clothing production
- Organized social media content for Instagram and TikTok
- Produced samples and conducted quality checks

Education

Vassar College   2018 – 2022
Bachelor of Arts in Film

Skills

Design Tools
Figma
Sketch
Adobe CC (Ps, Ai, Xd, Pr, Id, Ae)
Framer
Blender

Design Skills
Information Architecture
Interaction Design
Rapid Prototyping
Storyboards
User flows
Wireframes

Research
User Interviews
Usability Testing
Competitive Analysis
Heuristic Evaluation
Journey Mapping

Programming
HTML / CSS
JavaScript
Unity
Swift

AI
Inworld
Backyard AI
PlayHT