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# resume

## PAYTON KOCH

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Chicago, IL

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# current work

2022-Present | Cars Commerce (Cars.com)

## GRAPHIC WEB DESIGNER

**Developed** and successfully implemented generic and retail template themes, effectively resolving confusion for several teams including PMs and designers.

**Improved** the DI website product and overall customer experience through comprehensive UX documentation and sitemaps.

**Created** and maintained detailed sitemaps for major clients like Volvo and Genesis, highlighting essential pages for new builds, and designed wireframes for OEM templates.

**Facilitated** Project Scope Builder in Figma for PMs and developed collaborative tools to streamline and enhance communication with developers.

**Led** the adoption of advanced site builder tools, including mockups, wireframes, and assets, and assisted in direct-to-dev processes to reduce design time and accelerate client launches.

**Produced** instructional videos for various design processes, aiding both current and new team members.

**Owned** high-profile projects such as the JLR Direct-to-Consumer initiative, which streamlined the design process by eliminating intermediaries, and the T1 Demo site for the National Automobile Dealers Association (NADA), showcasing cutting-edge design and functionality for prospective clients.

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# past work

2022-2022 | Liska & Associates

## GRAPHIC DESIGNER

**Created** visual identity guidelines, including logos, color palettes, and typography, for web and print materials such as annual reports, monographs, and business cards, ensuring brand consistency.

**Constructed** social media post templates and designed email marketing campaigns to enhance digital presence and engagement.

**Managed** multiple design projects, meeting tight deadlines while maintaining high quality.

2020-2022 | Inspired Home Decor & Gifts

## SOCIAL MEDIA/ MARKETING MANAGER

**Oversaw** digital marketing strategies and daily operations, ensuring a smooth online presence.

**Implemented** website design changes and inventory updates, enhancing user experience and maintaining accurate product listings.

**Designed** all branding materials, including business cards and product tags, to ensure brand consistency.

**Created** and managed social media content and campaigns, boosting engagement and visibility while analyzing performance metrics.

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# off work

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Dog Mom

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Muralist/Faux Calligrapher

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Print Designer

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Charcuterie Artist

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Math Tutor

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Interior Design Lover

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Estoy aprendiendo Español.

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# education

2020-2021 | CareerFoundry

## UI/UX DESIGN PROGRAM

2013-2017 | Carthage College

## BA MATHEMATICS

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# skills

**Design** - Concept Sketches, Rapid Prototyping & Wire-framing, Style Guides & Mood Boards, Components, Mobile Design, Responsive Web Design, Mockups

**Research** - User Research, Sitemaps, Comparative Analysis, A/B Testing, MVP Documentation, User Personas

**Theories** - Design Principles & Heuristics, Grid Alignment, Layout & Spacing, UI Elements & Hierarchy, Symbols & Iconography, Text & Typography, Color Theory

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# i like...

Cooking, traveling, creating art, the color black, a crisp Diet Coke, and spotting dogs in unexpected places.

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# not my cup of tea coffee

Public speaking.

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# tools

