



Ross Welborn

rossdesign.co

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Summary

Sixteen years of experience creating and crafting environmental, print, and digital experiences, services, and tools for local, national, and worldwide brands. Continually refining my core skills—research, synthesis, developing systems, testing, and feedback, paired with creating engaging ideas and collaboration with clients and internal teams.

Skills

Generating ideas, concepts, and strategic insight leads to developing and creating compelling visual communication and experiences. Expertise in researching and developing design systems across multitudes of digital and print media. Consistently proactive and engaging with designers, developers, content and photography teams to create award-winning campaigns and branding.

Communication

Skilled multi-disciplinary design communicator, presenting creative to clients, leadership, and internal teams for constructive feedback and iteration.

Software

Figma, Adobe XD, AI, PS, ID, LR, Asana, Slack, Balsamiq, Webflow

Clients

KC Chiefs + University of Kansas
Gonzaga + University of Houston
University of Missouri + KC Chiefs
Barbara Bush Literacy Foundation
Wolters Kluwer + Loomis + Engie
Crystaphase + Weatherford Labs
Jobe's Organics + Centerpoint Energy
Alliance Residential + Taco Cabana
CHI Health Texas + Kensington
Boy Scouts of America + Bristow
Gallery Furniture + C-Force Water
Academy Sports & Outdoors

Experience

09.2019–11.2022

Academy Sports & Outdoors
Art Director + Designer

09.2017–09.2019

Decode Advertising
Art Director + Designer

04.2017–09.2017

Love Advertising
Art Director + Designer

08.2016–03.2017

9th Wonder Agency
Art Director + Designer

06.2013–02.2016

The Phillips Agency
Senior Designer

11.2011–05.2013

Civic Plus
Senior UI Designer

04.2007–05.2011

Workshop Design
Environmental Graphic Designer

Education

BFA, Visual Communications
Graphic Design—Kansas State
University, 2006

Certifications

User Experience Design
DesignLab
March 2023

Awards

2013 Gold Communicator Award

Senior Designer
Council Bluffs, IA
City Website

2016 Houston Silver ADDY

Art Director—Brand Campaign,
2626 Fountainview

2017 Houston Gold ADDY

Art Director—Digital
Photography, U of H Big 12
Conference Bid

2017 Houston Gold ADDY

Art Director—Sales Kit, U of H
Big 12 Conference Bid

2018 Houston Gold ADDY

Art Director—Direct Mail 3D/Mixed
Media, Engie,
Lead Generation

2018 Houston Gold ADDY

Art Director—Campaign, Engie,
Lead Generation

2020 Houston Gold ADDY

Art Director—Web Based App
CHI St. Luke's Health
Heart Card Creator