

Austin Dupio

Visual Communications Designer

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PROFESSIONAL SUMMARY

Visual Communications Designer with 7+ years translating complex products, brands, and customer journeys into clear, cohesive visual systems. Sole in-house designer for 3.5 years at ARGO Data, an enterprise software company serving banking and healthcare, owning the visual layer of a 50+ page-family website: illustration, iconography, information design, diagrams, and data graphics. Earlier ecommerce campaign design for RuffleButts across web, email, social, and packaging, plus boutique-firm client work including a zero-to-one Webflow launch. Brings accessibility auditing (WCAG, Section 508, ADA), heuristic usability evaluation, print production, and brand-system experience, backed by training in digital marketing (Texas A&M), SAFe product ownership, design thinking, Scrum, and Six Sigma. Developing AI-assisted workflows (Adobe Firefly, Figma AI, Claude) with human-in-the-loop review.

CORE CAPABILITIES

Design: Visual communications | Brand and logo systems | Illustration and character design | Iconography | Information design and data visualization | UX/UI design | Responsive web design | Presentation and sales-enablement design | Ecommerce, email, and social campaign creative | Consumer product packaging | Print production (CMYK, vendor-ready files, proof review) | Large-format signage and promotional merchandise

Process: Accessibility audits (WCAG 2.x, Section 508, ADA) | Heuristic usability evaluation | Email marketing automation | Project management | Agile and SAFe cross-functional collaboration | Production QA | AI-assisted workflows with human-in-the-loop review

Tools: Adobe Illustrator, Photoshop, InDesign, XD | Figma and FigJam | Procreate | Webflow | BrightAuthor | Adobe Firefly, Figma AI, Claude | Microsoft 365 (macOS and Windows)

PROFESSIONAL EXPERIENCE

Visual Communications Designer · ARGO Data

January 2023 – August 2026

Enterprise software for banking and healthcare · Richardson, TX

- Served as the company's sole in-house designer for 3.5 years, owning the visual layer of argodata.com across 50+ public page families in two regulated industries, financial services and healthcare.
- Created original scene illustrations, icon families, workflow diagrams, and data graphics that made dense technical subject matter approachable for executives, operators, clinicians, partners, and candidates.
- Built one modular visual language of hierarchy, composition, color, linework, and character logic, reused across product, editorial, recruiting, event, and support content while keeping each industry's context distinct.
- Designed presentation decks, sales-enablement and event collateral, and website imagery inside the same system, working daily with content, product, and web-development partners implementing the WordPress site.
- Maintained the illustration, icon, and imagery libraries as reusable families so marketing, sales, and recruiting content could be produced consistently without redesign.
- Prepared production-ready assets and reviewed pages before release, holding brand consistency and accessibility-conscious contrast and hierarchy standards across the site.

Marketing Graphic Designer (Contract) · RuffleButts

March 2022 – August 2022

Children's apparel ecommerce · Texas

- Designed weekly promotions, seasonal launches, and brand collaborations across responsive ecommerce pages, email campaigns, social media, and SEO-supporting content.
- Adapted offer hierarchy, imagery, typography, and information density to each channel and viewport rather than resizing a single layout, keeping campaigns recognizably on-brand from storefront to inbox to feed.
- Created consumer product packaging artwork alongside campaign creative.
- Campaign creative was delivered during a contract period in which RuffleButts recorded more than 30% revenue growth; consistent, channel-ready templates coincided with a ~40% reduction in revision requests over the same period.

INDEPENDENT AND CONSULTING WORK

Design Lead · Advanced Design Solutions LLC, boutique design services firm

June 2019 – Present

Texas

- Lead client design engagements end to end: discovery, information architecture, UX/UI, brand and visual systems, accessibility review, Webflow build, quality assurance, publication, and client handoff.
- Conduct accessibility audits (WCAG 2.x, Section 508, ADA) and heuristic usability evaluations; deliver prioritized findings with remediated designs.
- Manage print production for client collateral, including CMYK setup, vendor-ready files, and proof review, across large-format signage and promotional merchandise.
- Developing AI-assisted workflows (Adobe Firefly, Figma AI, Claude) with human-in-the-loop review to speed exploration while keeping final craft, accuracy, and brand fidelity under designer control.

Selected engagement — **Rollcade Game Truck** · rollcadegametruck.com

- Designed, built, and published the company's first digital presence from zero: strategy, information architecture, page design, responsive Webflow development, page metadata, and an embedded booking journey.
- Established the identity system, pairing Bebas Neue display type with Inter body copy and a navy and electric-blue palette with green reserved for booking actions, plus reusable navigation, card, and call-to-action components.
- Structured the customer journey from service discovery through package comparison, founder credibility, and contact to reservation, with pricing, deposits, and event types surfaced transparently.

SELECTED PORTFOLIO WORK

- **ARGO People Illustrations** — Original scene and character illustration family for financial-services and healthcare storytelling.
- **ARGO Illustrative Icons** — Icon system with shared line weight, geometry, and color logic across solution and product pages.
- **ARGO Logo Portfolio** — Logo and wordmark work created within the ARGO brand system.
- **RuffleButts Web, Email, and Social** — Responsive campaign sets adapted across storefront, inbox, and feed ([email](#), [social](#)).
- **RuffleButts × RoShamBo × ALSF** — Brand-collaboration campaign creative coordinated across channels.
- **argodata.com** — Live production evidence: homepage, Data Science, Behavioral Health Utilization Review, and Insights pages carrying the system in market.
- **Original character design and illustration** — Ongoing personal practice in expressive, gaming- and animation-influenced character design (Procreate).

EDUCATION

The University of Texas at Dallas · Richardson, TX

B.A., Arts, Technology, and Emerging Communication (ATEC) — Design and Production Pathway

Relevant coursework: Design I and II, Computer Imaging, Internet Studio, Project Management, Media History, TechnoCulture, computer science foundations, and senior capstone.

PROFESSIONAL CREDENTIALS

- **The Digital Marketing Certificate** · Texas A&M University, Mays Business School Issued July 25, 2024
Reynolds & Reynolds Sales Leadership Institute · Credly-verified, four-course program: Foundations and Strategy of Marketing; Marketing Analytics and Performance Optimization; Social Media Marketing; Marketing Content Strategy and Branding.
- **Certified SAFe 6 Product Owner/Product Manager (POPM)** · Scaled Agile, Inc. December 2023
- **Certified SAFe 5 Product Owner/Product Manager (POPM)** · Scaled Agile, Inc. · ID 44281085-8662 December 2022
- **Design Thinking: The Beginner's Guide** · Interaction Design Foundation (IxDF) · ID 36584 November 2019
- **Scrum Fundamentals Certified (SFC)** · VMEdU / SCRUMstudy · ID 700106 April 2019
- **Six Sigma Yellow Belt** · 6sigmastudy · ID 697829 April 2019

Credentials reflect completed training in marketing, product ownership, human-centered design, Agile delivery, and process improvement, applied to design collaboration and production quality.

ADDITIONAL INFORMATION

- **Availability:** Roles in Dallas–Fort Worth and Austin, TX; on-site, hybrid, or remote.
- **Working style:** Systems-first and production-disciplined; effective solo or inside cross-functional Agile teams.