

Graham Ivy

Brand & Product Designer

hello@openframeconsulting.com · grahamivy.com · linkedin.com/in/graham-ivy · (612) 217-3080

A brand and product designer who takes brands from strategy to launch — identity, web, UX/UI, and the marketing that grows them. 5+ years designing inclusive, story-driven experiences for nonprofits, startups, and small brands, with a track record of measurable gains in reach and engagement.

EXPERIENCE

Wellness in the Woods — Mental-health nonprofit Sept 2023 – Present

Brand & Product Designer · Content Strategist

- Built a modular, accessible design system across social, email, print, and web — unifying the brand across every peer-facing touchpoint.
- Drove a data-informed content strategy that grew organic Facebook views 113% (to 17.9K) and interactions 223% within two months.
- Led creative direction for organization-wide fundraising campaigns, pairing storytelling with UX to lift donor engagement.
- Streamlined design-program-support workflows, cutting event-material turnaround by 40%.

SOTA Extracts, Inc. — E-commerce / SaaS startup May 2020 – Sept 2023

Product Designer · Brand & Web

- Designed and built the e-commerce storefront, structuring content and producing 35+ custom graphics and UI assets.
- Established the brand identity and style guide — logo, illustration, 2D animation, and marketing collateral.
- Developed reusable design systems for the SaaS web platform to keep product and marketing visually consistent.

Selina — Global hospitality & lifestyle brand Jul – Oct 2022

Visual Designer · Community Engagement

- Designed multi-channel event campaigns that lifted guest participation 30% and social engagement 40%.
- Produced branded print and digital assets aligned to Selina's global identity and accessibility standards.

SELECTED FREELANCE & PROJECTS

- Needlework Guild of Minnesota — Brand & Web Designer (Dec 2024 – Present): Rebuilt the identity, website, and newsletter, driving the guild's first engagement growth in 15 years.
- HelloSpoke — Brand & Web Designer: Full rebrand and website rebuild for a B2B SaaS company.
- Additional case studies — Hmong Cultural Center (responsive redesign) and Park n Go (product design & UX research) — at grahamivy.com.

EDUCATION

University of Minnesota — College of Continuing & Professional Studies 2022 – 2023

Certificate — User Experience & User Interface Design

Gustavus Adolphus College — Magna Cum Laude · GPA 3.78 2016 – 2020

B.A., Political Science & Gender, Women & Sexuality Studies · Minor, Latin American Studies

SKILLS & INTERESTS

Design: Brand identity & systems, UX/UI, interaction & visual design, information architecture, accessibility (WCAG), content & marketing strategy, prototyping

Tools: Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign), Canva, HTML/CSS/JavaScript, GitHub, Bootstrap, Miro, Google Workspace

Languages: English (native), Spanish (fluent), Portuguese (proficient), Esperanto (intermediate)

Interests: Scuba diving, salsa dancing, international travel, fiber arts, backyard astronomy, paleontology