



AVERY N. DAYTON

UX Designer
averyndayton@gmail.com
averyndayton.com

Education

GENERAL ASSEMBLY
Jacksonville, FL
Certification in User Experience Design

UNIVERSITY OF NORTH FLORIDA
Jacksonville, FL
B.F.A. with a concentration in
Graphic Design + Digital Media
Graduation: April 2017

Membership & Awards

AIGA member July 2016 - July 2022
Received Adecco Marketing's "Best
Of" award for Rookie of the Year 2018

Technical Proficiency

- Figma
- InVision
- InDesign
- Illustrator
- Photoshop
- After Effects
- Acrobat
- Hotjar & Mouseflow
- Google Analytics (*Working Knowledge*)
- Google Optimize (*Working Knowledge*)
- Microsoft Word
- Microsoft PowerPoint

Design Experience

SOLIANT

Atlanta, GA / Jacksonville, FL

UX & Design Manager | November 2023 – Present

- Lead, design, and present rebranding initiatives, sitemaps, wireframes, and landing pages.
- Supervise designers' work and provide guidance of UX best practices and grow the design team's skillset
- Present findings to senior leadership and contribute to the group's shared knowledge of users
- Execute user research, tracking, and testing across Soliant sites

User Experience Designer | November 2020 – November 2023

- Research and create position statements, value propositions, and competitive analysis for Soliant brands
- Develop ways to capture user needs
- Initiate and conduct user interviews to create ongoing personas for each brand
- Interpret user feedback and present to stakeholders
- Work alongside a team of marketers, SEO specialists, copywriters, and developers to improve website performance and understanding of users

THE ADECCO GROUP

Jacksonville, FL

UX & Design Lead | April 2020 – November 2020

- Create site maps, wireframes, comps, UI kits, branding, and prototypes for websites under multiple brands, including engineering, healthcare, legal, finance, and more
- Conduct user research and testing across company websites
- Oversee graphic designers located in Mexico City to ensure brand standards are met and achieve stakeholder satisfaction
- Collaborate with marketers, SEO specialists, and developers to create efficient and high-performing sites

Graphic Designer | October 2018 – April 2020

- Create innovative promotional materials to increase customer engagement and brand awareness
- Design site maps, wireframes, comps, and prototypes for websites
- Assist in user research and testing across all company websites for better user experience
- Generate campaign emails using HTML & CSS

ACCORDANT PHILANTHROPY

Jacksonville, FL

Project & Design Manager | January 2016 – October 2018

- Design proposal system to present to clients
- Design and maintain company website using WordPress template
- Design book covers and interiors for healthcare novels
- Create promotional materials