

GRACE HALL

WEB DESIGN | UX & DIGITAL DESIGN

Cincinnati, Ohio | ghall.connect@gmail.com | <https://www.gracehalldigital.com/>

SUMMARY

Web designer with experience building, launching, and optimizing responsive digital experiences across national brands, client businesses, and AAA entertainment. Combines UX, visual design, SEO, and performance optimization to turn business goals into polished, user-focused websites.

SKILLS

Responsive Web Design • UX/UI Design • Landing Page Design • Website Performance Optimization • SEO • Brand & Visual Design • Project Execution

TOOLS

Figma • HubSpot CMS • WordPress • HTML/CSS • Adobe Creative Suite • Canva

PROFESSIONAL EXPERIENCE

Design Manager, Strategic Franchising

December 2025 - July 2026

- Managed and optimized 28 webpages across 4 national franchise brands in HubSpot CMS and WordPress, raising Lighthouse performance by up to 47 points through targeted UX and performance improvements.
- Led creative execution across 4 national franchise brands, maintaining distinct identities across websites, social campaigns, magazine ads, brochures, landing pages, and event collateral.
- Led web and campaign projects from concept through launch, using weekly stakeholder reviews to refine designs and keep deliverables on track.
- Delivered 2–3 website updates per brand each week, balancing new content, responsive improvements, SEO, and ongoing site optimization across 4 national websites.

Co-Founder/Designer - Buzzbrand

May 2024 - June 2026

- Designed and launched two 5-page client websites, translating business goals into user-focused experiences and long-term SEO strategies.
- Led brand development from strategy through launch, creating visual identities, social templates, and websites tailored to each client's business goals.
- Led weekly client meetings throughout development, turning feedback into design updates while keeping projects aligned with client expectations and timelines.

Experience Designer, Zenimax Online Studios - Elder Scrolls Online

May 2024 - October 2025

- Designed and shipped 4 major boss encounters across 3 live updates, integrating gameplay, narrative, and environmental requirements into cohesive player experiences.
 - Refined encounter mechanics and difficulty through playtests of up to 50 players, turning player feedback into targeted design improvements.
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EDUCATION

Bachelor of Science in Games & Simulation

Miami University

Aug 2020 - May 2024

Master's in Emerging Technology & Entrepreneurship

Miami University

Aug 2024 - May 2025

- User Experience, Digital Marketing, SEO, Web Design