

## RJ MANSFIELD

Brand Identity Product Designer & Strategist

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### SUMMARY:

A collaborative, curious, and seasoned design leader with 12+ years of design experience and 6 years of design team leadership experience, spanning across a range of different mediums and categories in fast-paced, start-up focused, and corporate environments. A Proven track record in presenting confident visual brand identity, conceptual design, brand experience marketing, and campaign design that emphasizes on connecting people with brands through digital, print, and social platforms. A master of visual storytelling, a confident communicator, and fluency in design thinking who's always raising the bar after each project.

### WORK EXPERIENCE:

#### **Creative Director of Brand Design, Strategy, & Marketing**

*Next Step Realty — April 2024 - Dec 2025*

*Next Step Realty is a boutique real estate brokerage in Maryland that redefines the home buying and selling experience through a people-first approach.*

- Directed and designed the visual direction and brand identity system of a full brand & team transformation, from initial idea to final execution - setting a new creative standard amongst local brokerages. This increased average sales price by over 16%.
- Partnered with real estate agents to create a graphic library of 100+ agent-facing templates across 4 teams - which reduced turnaround time by 45%, and reduced the need for frequent emails or in-person marketing requests through a scalable, self-serve system - all pre-designed.
- Led UX and content strategy for revamped digital onboarding and website redesigns - including agent bio pages, team landing pages, a built-in merch store, and listing showcases that kept consistent with brand identity.
- Elevated brand storytelling by directing brand consistency and tone, styling, and execution for agent headshot and lifestyle photoshoots, social media reels, local channel commercials, and TV interviews.
- Inspired a design-first creative culture, instilled design confidence, and supported a team of 3 through feedback, hands-on-guidance, and mentorship in a detail-oriented, deadline-driven, and quality-driven environment.

#### **Product & Visual Brand Designer**

*SHIFT - Capstone Project / Product Designer, UX/UI Lead — Jan 2024 - Jan 2025*

*Shift is a mobile app designed to make car shopping simple, more intuitive, and enjoyable by using AI to personalize the experience and decrease decision fatigue.*

- Conducted user research through user interviews, user journey mapping, and competitive market analysis in order to gain insights as to what the brand could solve through its messaging.
- Discovered word parallels and archetypes through mind mapping.
- Led logo, typography, color palette, and visual framework concept development after user interviews - resulting in a brand strategy and visual identity that was transparent, edgy, and tech-forward to resonate with the first time car buyer through cheeky, and approachable brand storytelling.
- Drove the design process with a hands-on approach to research, concept generation, and refinement of the UX and UI design of the app using Figma and Adobe Illustrator - ensuring every detail meets the high standards and consistency of the visual identity.

#### **Senior Professional Designer - Accessories**

*Under Armour — Oct 2018 - April 2024*

*Under Armour is a global leader in athletic innovation within the sports apparel and accessories business - known for performance gear that empowers athletes at every level at the highest standards.*

- Spearheaded full life-cycle designs for multiple collections, collaborating with a successful cross-functional team, targeting Gen Z and young Millennial athletes with seasonal styles driven from customer insights and fashion trend research.

- Led full design processes from project brief, to concept sketching, to refinement reviews and executive design reviews along with collaborating on packaging direction and production for global retail launches, ensuring on-shelf brand consistency.
- Heavily involved in manufacturing and production with Asia factory partners by collaborating and pivoting design solutions when needed.
- Unlocked a new category of attachable and micro bags, leading to a 570,000 unit order from national accounts upon launch.
- Professional Sports: Created stylish and functional gear designs for all 8 teams in the XFL - fully styled to be cohesive with each team's branding - that included duffle bags and backpacks.

## **Junior Industrial Designer - Appliances**

Newell Brands — Nov 2017 - June 2018

*Newell Brands is a global consumer goods company with a diverse portfolio of 50 iconic brands.*

- Collaborated cross-functionally with mechanical engineers to design human-centered kitchen appliances for Calphalon, Mr. Coffee, and Oster.
- Designed over 40 concepts during brainstorm sessions.
- Conducted 3 rounds of UI/UX testing with physical prototypes which included 6 different user interface designs for Mr. Coffee One Cup Coffee Maker - resulting in improved functionality and decreased learning curve for operating users.
- Refined 3-D printed prototypes with insights and data discovered from prototype testing.

## **Industrial Designer I**

Garmin — April 2014 - Dec 2016

*Garmin is a global leader in GPS technology and wearable innovation, delivering purpose-built products across aviation, marine, automotive, outdoor, and fitness markets.*

- Identified key market and design trends.
- Executed design thinking through concept sketching in the form of 3 design reviews with insights gained from market and design trend analysis.
- Collaborated with cross-functional partners - mechanical and software engineers - to ensure designs were feasible for production.
- Facilitated stakeholder design reviews and cross-functional brainstorming to reduce costs and increase product durability.
- Delivered photo-realistic 3-D images using SolidWorks and Keyshot for packaging and internal presentations.

## **SKILLS**

### **Core Skills:**

Brand Strategy, Brand Positioning, Visual Identity Design, Conceptual Design, Design Communication, Detail-Oriented, Deadline-Driven, Concept Development, Marketing, Social Media Marketing, Product Launches, Product Line Management, Consumer Insights, Logo Design, Typography, Color Palette Design, Visual Frameworks, Presentation, Color Psychology, Color Theory, Interaction Design, User Experience(UX) Design, A/B Testing, User Interviews, Qualitative Research, Quantitative Research, Competitive Analysis, Design Sketching, Mobile UI Design, Design Thinking, Design Systems, User Journey Mapping, Design Storytelling, User-Centered Design, Budget Management, Branding Animation

### **Core Tools:**

Adobe Creative Suite (Illustrator, Photoshop, InDesign, Lightroom, Premiere Pro, After Effects), Canva, Hand Sketching, Solidworks, Keyshot, Vizcom, ChatGPT, Figma, FigJam, Procreate, Sketchbook Pro, Notion, Miro, Google Workspace, Microsoft Word, Excel, Powerpoint, Gravity Sketch

## **EDUCATION:**

AI in Product Design - *ELVTR*

Brand Identity & Strategy - *Coursera*

User Research, UX/UI Design - *Coursera/Google*

Graduate Degree: Bachelor's Degree (Fine Arts), Industrial Design - *Cleveland Institute of Art*