

ANTWON WARD

CREATIVE PRODUCT DESIGNER | CRM, EMAIL, MOTION & FRONT-END

Carmichael, CA | (323) 505-2848 | antwonerell@gmail.com | www.antwonward.com

SUMMARY

Creative product designer with 10+ years shipping product UI, CRM, web, and motion work for brands including Hulu, Disney+, ESPN+, HBO Max, and McClatchy. Builds the systems behind the screens, from modular email template libraries and reusable design patterns to responsive front-end builds in HTML/CSS, JavaScript, GSAP, and Webflow, so campaigns and products launch faster and hold up at scale. Owns work from brief through production, QA, launch, and iteration, and uses AI tools to accelerate research and exploration while keeping design judgment human-led.

SKILLS

Product & UX: User flows, wireframing, responsive UI design, interactive prototyping, design systems, accessibility (WCAG), usability testing

Growth & CRM: Lifecycle marketing design, email design, newsletter systems, Braze (campaigns and Canvas), segmentation, A/B testing, conversion optimization

Motion: After Effects, animated email heroes, UI motion design, video editing, Premiere Pro

Front-End & Design Tools: HTML, CSS, JavaScript, GSAP, Three.js, Webflow, Figma, Photoshop, Illustrator, InDesign

AI-Assisted Workflows: Claude, ChatGPT, Gemini, Midjourney, Higgsfield

Collaboration & Analytics: Jira, Slack, Trello, Microsoft 365, Google Workspace, Google Analytics

PROFESSIONAL EXPERIENCE

Marketing Communications Specialist, Newsletters

McClatchy, Sacramento, CA (Remote)

June 2025 - Present

- Design the newsletter system behind McClatchy's non-subscriber program: 12 vertical newsletters and 15 local-market editions built on shared modular templates rather than one-off layouts.
- Build reusable CRM patterns and Braze Canvas flows that let editorial, revenue, and lifecycle teams assemble new sends without net-new design work.
- Partner with CRM, audience, product, data, revenue, and newsroom teams to align segmentation, messaging, and launch requirements for each rollout.
- Run QA and deliverability checks on every send and review performance against opens, clicks, registrations, and subscription conversion to shape the next iteration.
- Helped take the program from pilot to an automated, repeatable system now supporting 25+ recurring sends per week.

CRM Designer & Developer, Hulu Account

VML, Los Angeles, CA (Remote)

March 2022 - July 2026

- Shipped 400+ production-ready CRM campaigns for Hulu and 10+ partner brands, including Disney+, ESPN+, ABC, FX, Freeform, National Geographic, HBO Max, Paramount+ with Showtime, and Starz.
- Converted layered Photoshop source art into a responsive Figma template system spanning one-, two-, and three-column formats, preserving each network's visual identity while making new campaigns faster to build.
- Designed custom in-world email campaigns for major title launches, including hero art, polls, carousels, text promotions, and title-specific layouts.
- Introduced lightweight animated GIF heroes built in After Effects; motion became a standard option for high-impact sends across the account.
- Produced and QA'd responsive HTML/CSS emails, checking rendering, accessibility, and dark mode across major clients and devices on tight recurring deadlines.

Visual & Presentation Designer

Recology, Sacramento, CA

March 2020 - March 2022

- Turned operational workflows and data into dashboards, presentation systems, and digital assets used by enterprise audiences across the company.
- Built reusable template systems that kept recurring communications consistent and cut production time for cross-functional teams.
- Partnered with business, IT, and communications teams to distill complex information into clear, polished visual formats.

Graphic & Digital Designer

The Hartford, Sacramento, CA

October 2018 - March 2020

- Designed digital, training, and internal-communications assets for enterprise programs, translating dense content into accessible visual experiences.
- Produced wireframes, page concepts, presentation systems, and production-ready creative within corporate brand standards.
- Worked in Agile sprints with stakeholders and production teams to refine requirements, incorporate feedback, and deliver on schedule.

SELECTED HIGHLIGHTS

- Hulu CRM template system supporting 10+ partner networks, with recurring campaigns, custom show creative, and animated email heroes.
- McClatchy non-subscriber newsletter system: 27 products (12 verticals, 15 local markets) built on shared modular patterns.
- Self-directed web and motion work, including Webflow builds, GSAP and Three.js interactions, and front-end case studies at www.antwonward.com.

EDUCATION

Associate of Science, Computer Science (in progress)

American River College, Sacramento, CA

August 2023 - Present

Bachelor of Fine Arts, Audio Engineering

Sanford-Brown College, Tampa, FL

2010

PORTFOLIO

www.antwonward.com | Case studies in product UI, CRM and email systems, responsive websites, motion, design systems, and front-end implementation.