DALTON CROWELL / PORTFOLIO 2026

Designing with purpose. Building with intent.

UX/UI DESIGN · GRAPHIC DESIGN · CREATIVE PROJECT COORDINATION

I'm Dalton Crowell, a graphic design graduate interested in the intersection of user experience, visual identity, and thoughtful project delivery. I bring a visual-design foundation, client-service experience, and a practical approach to solving problems.

DESIGN PRACTICE

Make it clear. Make it matter.

A portfolio of professional experience, academic projects, independent concepts, and simulated creative planning work.

BFA · Graphic Design / Minor · Computer Science

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00 / PROFESSIONAL EXPERIENCE

Real-world experience. People, priorities & problem-solving.

Alongside my design education and independent projects, I bring professional experience supporting client relationships, reviewing account information, and managing time-sensitive requests.

WAYSTAR · JUNE 2024 – MARCH 2026

Enterprise Strategic Solution Specialist

Served as a point of contact between Waystar and key clients and partners. Responded to phone and email inquiries, reviewed account information, and managed competing priorities while working to meet urgent deadlines.

Core responsibilities

- **Client & partner communication:** Handled incoming phone and email inquiries as a point of contact between Waystar and key accounts.
- **Account review:** Reviewed account information to help identify client needs, questions, and items requiring attention.
- **Relationship management:** Communicated clearly and professionally with clients and partners, including high-profile accounts.
- **Prioritization:** Organized competing requests and focused on urgent matters to support timely responses.

How this experience strengthens my design work

Working directly with clients strengthened my ability to listen, clarify requests, communicate clearly, and prioritize competing needs. I bring those habits to design work, collaboration, and project delivery.

01 / THE DESIGNER

Good design solves.
Great design connects.

I bring a visual-design foundation to digital experiences and creative workflows—balancing how something looks, how it works, and how it gets delivered.

Visual thinking. Practical execution.

I hold a Bachelor of Fine Arts in Graphic Design with a minor in Computer Science. My approach combines visual storytelling, clear communication, curiosity, and organized execution. I enjoy moving from an early idea to a considered design system and a well-prepared handoff.

How I work

From the first question to the final handoff.

CLARIFY THE PROBLEM

01 Understand

Clarify the problem, audience, goals, and constraints before choosing a direction.

BUILD OPTIONS

02 Explore

Explore structure and visual directions, then refine the strongest approach.

CHECK THE DETAILS

03 Deliver

Make the experience understandable, review the details, and prepare a clear handoff.

02 / SELECTED WORK

Five ways to make an impact.

These projects include academic work, independent concepts, and simulated exercises. Each case study identifies its context and distinguishes completed work from proposed next steps.

01 / UX & WEBSITE REDESIGN · ACADEMIC PROJECT · 2023

New Albanian Brewing Company

A website redesign exploration for a brewery brand—bringing its story, beer, and visitor information into a clearer digital experience.

02 / UX & DIGITAL EXPERIENCE · ACADEMIC PROJECT · 2023

Fistful of Ale

A digital redesign concept exploring how related brand destinations could feel more connected through clearer navigation and a consistent visual system.

03 / UX & PRODUCT DESIGN · INDEPENDENT CONCEPT CASE STUDY

SafePark

A mobile-first parking discovery concept focused on making options easier to compare and understand.

04 / BRAND & GRAPHIC DESIGN · FICTIONAL BRAND

Fieldnote

A flexible identity for a neighborhood discovery brand, built around editorial clarity and local character.

05 / PROJECT MANAGEMENT · SIMULATED PROJECT

Launch Studio

A lightweight operating model for delivering a coordinated creative campaign with clear ownership, review points, and a dependable handoff.

CASE STUDY 01 / UX & WEBSITE REDESIGN

New Albanian Brewing Company

A website redesign exploration for a brewery brand—bringing its story, beer, and visitor information into a clearer digital experience.

SELF-INITIATED ACADEMIC PROJECT · 2023

Project snapshot

Role: Independent concept development and visual design. Focus: Information architecture, navigation, and responsive web. Deliverables: Original wireframe, desktop and mobile screens, and page concepts. Scope: Proposed redesign concept; not commissioned or launched.

Where the project started

New Albanian Brewing Company and Fistful of Ale visited my campus with their food trucks. I enjoyed the food and drinks, but I also noticed the brands through a designer's lens. When I later explored their websites, the in-person experience felt inviting while the websites felt dated and difficult to navigate. I chose the businesses for an independent class project and presented a redesign concept to my class.

Design direction

For New Albanian, I explored how the website could make the brewery's story, food and drink offerings, promotions, gallery content, and practical visitor information easier to discover. The work focused on organizing information around visitor needs, clarifying page hierarchy, and considering desktop and mobile layouts.

The project is an academic concept, not commissioned client work, and it was not launched for the business.

CASE STUDY 02 / UX & DIGITAL EXPERIENCE

Fistful of Ale

A digital redesign concept exploring how related brand destinations could feel more connected through clearer navigation and a consistent visual system.

SELF-INITIATED ACADEMIC PROJECT · 2023

Project snapshot

Role: Independent concept development and visual design. Focus: Content consolidation, navigation, and responsive design. Deliverables: Original wireframe, desktop and mobile screens, and membership and food/beverage page concepts. Scope: Proposed redesign concept; not commissioned or launched.

The design opportunity

The same campus event inspired both redesign concepts, but each project had a different focus. For Fistful of Ale, I explored how related destinations and content could feel more connected through a shared structure and a more consistent visual language.

The concept considered how visitors might move between brand information and practical content, including membership, food and beverage information, events, catering, and bookings. I developed the concept independently and presented it to my class; the work was not commissioned by or launched for the business.

Design priorities

Connect related content with a shared navigation approach. Prioritize practical visitor tasks. Carry a recognizable visual language across pages and destinations.

CASE STUDY 03 / UX & PRODUCT DESIGN

SafePark

Helping drivers make a more informed parking choice by bringing the details that shape a decision into one clear experience.

INDEPENDENT CONCEPT CASE STUDY

Project scope

A mobile-first parking discovery concept. This is a concept exercise informed by desk research, not a live parking service or tested product.

The challenge

Parking decisions can involve several variables: location, price, time window, entry instructions, restrictions, and whether a space can be reserved. The concept explores how to make those variables easier to scan before a driver commits.

Design question

How might we help a driver compare parking options with enough clarity to choose confidently—without implying that availability data is live when it may not be?

Desk research & principles

The desk research reviewed publicly available information from ParkMobile and SpotHero. Their described flows highlight the need to distinguish paying for a parking session from reserving a specific facility or time window. This review informed the concept; it was not primary user research.

Clarity: show price, distance, hours, and restrictions consistently. Trust: distinguish live, estimated, and unverified availability. Choice: support both map and list views. Access: make key details available as text, not only map symbols.

CASE STUDY 04 / BRAND & GRAPHIC DESIGN

Fieldnote

A visual identity concept for a neighborhood discovery guide that celebrates independent places through useful information and an editorial point of view.

FICTIONAL BRAND CONCEPT

The brief

Create a recognizable identity for a digital guide to independent shops, makers, cafés, and neighborhood experiences. The system should feel warm and distinctive while remaining readable and adaptable across social, print, and web.

Identity direction

The concept uses lowercase editorial lettering for approachability, a warm paper and deep ink palette with muted field green, and expressive display typography balanced by a legible sans serif. Graphic elements—stamps, location notes, grids, numbering, and documentary-style imagery—support a collected, tactile feel.

Applications & quality checks

Proposed applications include primary and compact logo lockups, social post and story templates, a digital place card, a landing-page hero, and a one-page mini brand guide. Quality checks include avatar-size legibility, monochrome use, contrast, and type-size accessibility.

Audience hypothesis

People who enjoy discovering local businesses may respond to recommendations that feel curated and specific rather than like generic directory listings. This is a strategic hypothesis to validate through interviews and concept feedback—not a completed research finding.

CASE STUDY 05 / PROJECT MANAGEMENT

Launch Studio

A lightweight operating model for delivering a coordinated creative campaign with clear ownership, review points, and a dependable handoff.

SIMULATED PROJECT

The scenario

A small organization needs a coordinated campaign across a digital flyer, social feed creative, story format, and landing-page update. This is a planning exercise, not a campaign delivered for a real client.

Operating principles

Define deliverables and “done” criteria before production. Assign one accountable approver. Consolidate feedback into clear revision rounds. Make schedule impact visible when scope changes.

10-day delivery plan

Days 1–2: Kickoff and brief. Days 3–4: Research and direction. Days 5–6: Design production. Days 7–8: Review and revisions. Days 9–10: Quality checks and delivery.

Risk & response

Late feedback: set a single approver and review deadline. Missing assets: audit at kickoff and agree on fallback options. Scope changes: log the change, owner, and schedule impact. Incorrect copy: assign a content owner to verify details. Export errors: preview files at target dimensions and on-device.

03 / CAPABILITIES

Creative range.
Structured thinking.

A foundation in visual communication, supported by hands-on practice with UX methods and project planning.

CAPABILITY

UX / UI Design

Problem framing, user flows, wireframing, interface hierarchy, prototyping, and usability planning.

CAPABILITY

Graphic Design

Visual identity, typography, layout, campaign design, art direction, and digital assets.

CAPABILITY

Project Coordination

Scope, milestones, dependencies, stakeholder communication, review cycles, and handoff.

CAPABILITY

Research & Strategy

Competitive review, interview planning, synthesis frameworks, and design rationale.

CAPABILITY

Visual Systems

Consistency, reusable components, brand rules, and responsive design thinking.

CAPABILITY

Quality & Accessibility

Content clarity, contrast awareness, keyboard and focus considerations, and responsive checks.

Tools & software

Adobe Photoshop · Illustrator · InDesign · Premiere Pro · After Effects · Lightroom · Figma · Sketch · Canva · Wix · HTML · CSS · Microsoft Word · Teams · PowerPoint · Excel

04 / START A CONVERSATION

Have a good challenge? Let’s make it clear.

I’m open to opportunities in UX/UI design, graphic design, and creative project coordination.

DALTON CROWELL

Get in touch

Email: Daltsdesign@gmail.com
Phone: 812-901-4822
Location: Evansville, Indiana
LinkedIn: linkedin.com/in/daltoncrowell/

Thank you for taking the time to review my work.

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