

Evander Batson

Digital Design & Art Direction
Brooklyn, NY

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Design Experience

5Y

WORK

Silica Magazine
2016–Present

Creative Director
3 Issues, 2080+ hours

Current Agencies

Texture Group
2014–Present

UI/UX and Development
5+ clients, 1600+ hours

Decker Design
2016–Present

Digital Design and Strategy
8+ clients, 2300+ hours

CMYK
2016–Present

Interactive and Visual Design
10+ clients, 650+ hours

METHOD

With a background in architectural visualization, I began designing interactive experiences professionally in 2012 and have continued a consulting practice for digital agencies ever since. I begin every project from a strategic and theoretical foothold, using industry-standard tools such as Adobe CC, Sketch, InVision, Cinema 4D and Framer as well as front-end code to prototype, iterate, and test a robust user-experience foundation. From this structural framework, I collaborate with creative teams to craft rich, poetic, dimensional, unified visual design through pixel-perfect production with a careful eye for transparency, distinctiveness, and messaging.

Degrees

Parsons School of Design
2013–2015. Manhattan, NY

William and Mary
2006–2009, Williamsburg, VA

MFA

BA