Gavin Figert

UX Content Strategist

# gavinfigert.com | gavinfigert@gmail.com | [www.linkedin.com/in/gavin-figert/](http://www.linkedin.com/in/gavin-figert/)

**I’m a UX designer and Content Strategist** passionate about creating meaningful, intuitive, and impactful digital experiences. With a background in design research, branding, and storytelling, **I thrive at the intersection of strategy and creativity**, transforming complex ideas into clear, engaging, and user-friendly content.

# Experience

## Digital Marketing Strategist | Skarlotte Goldens | Nov. 2024 – Current

## At Skarlotte Goldens, I manage social media strategy, email marketing, and website optimization to engage with potential puppy families and build a strong online presence.

## 100% increase in first 3 months of adoption applications that stemmed from search engine optimization.

## 72% open rate on monthly newsletters.

## Social Media Marketer | Skarlotte Goldens | Nov. 2023 – Nov. 2024

## Through targeted marketing efforts and informative social media posts, I help potential families overcome concerns, understand our premium value, and confidently choose their perfect puppy.

## Doubled follower counts on Facebook and Instagram accounts in my first year.

## Achieved an average of $0.17 per click while running successful ad campaigns.

## UX Research Intern | The State of Black Design | Mar. 2023 - Aug. 2023

As a research assistant for the SOBD (State of Black Design) research project, I contributed to an initiative aimed at understanding the experiences of Black designers.

## 100+ interviews of black design professionals listened to and analyzed.

## Focused on three key areas: personal background, lived experiences, and work experiences.

## Synthesized key insights to build awareness and foster discussions.

## Under the mentorship of my professor and advocacy leader Omari Souza, I gained valuable experience in qualitative research, industry analysis, and the broader landscape of design equity.

# Projects

## The Arc of the DFW Area | Website Redesign | Sep. 2024 – Dec. 2024

## Start to finish website redesign and development for a local non-profit that advocates for individuals with intellectual and developmental disabilities.

## Achieved a 95% accessibility rating from UserWay, a leading company in design accessibility.

## Automated Shuttle System in the Arlington Entertainment District | System Design | Aug. 2024 – Dec. 2024

## Performed interviews, surveys, and lit. Reviews to inform a failure analysis on the current state of Texas transportation systems.

## Geographically reached over 50% of the DFW metroplex through the development of a branding and integration plan for a system of self-driving shuttles rooted in the Arlington Entertainment District.

# Education

## BFA in User Experience Design | University of North Texas | Graduating Summa Cum Laude May of 2025

* Progressed from core UX principles to full-scale experience design, combining user research, prototyping, and usability testing.
* Developed content strategies and crafted engaging, user-focused copy to enhance digital experiences for users and consumers.

# Professional Involvement

* **User Experience Professionals Association -** Member
* **User Experience Student Association** at the University of North Texas - Member

# Certifications & Awards

* **Content Strategy Certificate** – SimpliLearn/Coursera - Expected Feb. 2025
* **Foundations of Project Management Certificate** – Google/Coursera - Expected Mar. 2025
* **BPA Regional First Place and National Qualifier at State** in Fundamental Desktop Publishing | <https://tinyurl.com/bpacompetitionarticle>
* **Created winning logo** for the Gifted and Talented Organization of Rockwall ISD (GATOR) | <https://tinyurl.com/gatorlogodesign>

# Skills & Abilities

* Communication
* Problem Solving
* Empathetic Design
* Holistic Approach
* User Research