Deb Sklut

UX/UI Designer | Visual & Digital Designer | Branding Specialist

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SUMMARY

Multidisciplinary designer with 7+ years of experience across UX/UI, branding, and digital marketing. Skilled in Figma, Adobe Creative Suite, and web collaboration tools. Passionate about crafting user-centered digital experiences, scalable systems, and cohesive brand ecosystems across mobile, web, ecommerce, print, and packaging.

WORK EXPERIENCE

Graphic Designer & Digital Designer | PetWise (formerly Worldwise) | Dec 2021 – Present

- Led UX/UI redesign of D2C multi-brand navigation, streamlining user journeys across FurHaven, SmartyKat, goDog, Sherpa, and Treatly.
- Created responsive Figma prototypes for mobile-first emails, lightboxes, and landing pages.
- Developed goDog brand rebrand elements: refreshed logos, packaging systems, dielines, and illustration style guides.
- Produced top-performing social media campaigns, including Lunar New Year and Dog Toy Size Chart posts.
- Supported cross-functional teams with packaging, digital assets, and production-ready files for major retailers.
- Created SOPs to streamline Photoshop production workflows and trained junior designers.

Graphic Designer, UI Designer, UX Researcher | Left Coast Wholesale | May 2021 – Dec 2021

- Led UX research initiatives, including heuristic audits and persona development, to guide full ecommerce platform redesigns.
- Designed mobile-first product detail pages, onboarding flows, and account experiences using Figma.
- Developed logged-in and guest UX flows, improving account acquisition and customer segmentation.
- Created low- to high-fidelity prototypes and collaborated with stakeholders to align usability improvements and brand storytelling.

Freelance Graphic Designer | California | 2018 – Present

- Designed digital and print collateral including branding, packaging, newsletters, and web graphics.
- Created user-centric UI designs, interactive prototypes, and visual brand systems.
- Delivered polished, production-ready assets balancing usability, brand voice, and digital strategy.

EDUCATION

University of California, Berkeley

Bachelor of Arts in Art Practice, Minor in Spanish Language & Literature — High Honors (2010)

Berkeley City College

Associate of Arts in Liberal Arts (2008)

Relevant Coursework: Santa Monica College (UX Design, Web Design, Front-End Web Development), Cabrillo College (Graphic Design, UI/UX Design)

CORE SKILLS

UX/UI Design: User Experience (UX) Design, User Interface (UI) Design, Product Design, Interaction Design, Web Design, Creative Problem Solving, User Experience Research

Visual & Brand Design: Visual Design, Brand Development, Product Branding, Packaging Design & Product Mockups, Storyboarding, Graphic Design, Motion Graphics (After Effects), Brand Identity

Technical & Production: Figma, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Creative Cloud, Image Editing, CMYK & Pantone Spot Color Print Production, Klaviyo, Amazon A+

LANGUAGES

- English: Native
- Spanish: Fluent

CERTIFICATIONS

- UX Design Principles and Process — Santa Monica College
- Responsive Web Design: HTML & CSS Fundamentals — Santa Monica College
- Foundations of UX Design — Coursera
- Visual Elements of UI Design — Coursera (California Institute of the Arts)
- The Design of Everyday Things — Udacity (Taught by Don Norman)