Audrey Woodward

Designer: brand identity, campaigns, motion/3D and creative coding

San Francisco Bay Area, CA

audreydaniellewoodward@gmail.com / linkedin.com/in/audreywoodward / audreywoodward.work/apply

SUMMARY

Brand designer with 6+ years of experience, currently leading creative for exchange-traded fund launches at Bitwise, an asset manager focused on crypto. I build the 3D and motion systems that carry campaigns across paid, social, web, print, and out-of-home, and ship code-based tools that help teams produce on-brand work faster.

EXPERIENCE

Bitwise Asset Management

Marketing Designer (Jan 2024–Present) / Associate Marketing Designer (2022–Jan 2024) / 2022–Present

Promoted Jan 2024 as scope grew from editorial design to regulated ETF launches, paid media, and creative tools.

- **ETHW:** Built the prism identity for the Bitwise Ethereum ETF's July 2024 NYSE launch, modeling the prism and glass material by hand in Blender, then carried it to the NYSE exterior banner and trading-floor assets. $204.0M on its first day. Launch posts reached 482K+ and 420K+ views; the first Reddit campaign's CTR ran 90% above benchmark.
- **BITW:** Owned the 3D campaign system end to end (3D asset, renders, motion templates, ~10 formats) for BITW's uplisting to NYSE Arca, then directed agency Ptarmigan as it extended the system into paid media and Times Square. 1.28M+ launch views, ~10× the engagement of comparable Bitwise launch posts.
- **CIO Memo:** Redesigned the video series with growth marketing. Views rose from 6K to 23K.
- **Chart Studio:** Built Chart Studio and a ChatGPT/Claude chart skill that encode Bitwise's chart standards; generated charts are reviewed and refined before they ship. Production went from ~1 week to 1 day.

SELECTED PRODUCTS

Log7

Product Designer + Builder / 2026

Designed and built a social diary around one rule (one log a day), including its identity, finite feed, and personal-stats views. Live in beta with ~50 users.

Soulet

Product Designer + Builder / 2025

Interviewed an executive chef and two line cooks, then designed and built a working cafeteria-operations prototype that turns monthly menus into purchasing drafts, with a token-based design system (TypeScript, CSS, Supabase, Vercel).

EARLIER EXPERIENCE

Amazon

Designer (Contract, Remote) / 2020–2021

Designed internal presentations and product mockups for the Amazon Alexa team within an established design system.

ILYSM

Designer / 2020

Founding designer at a DTC tabi shoe brand founded by ex-Yeezy collaborator Alice Wang. Worked with the creative director on packaging, social media posts, and email design.

Directive Consulting

Social Media Design Intern / 2020

Worked with the in-house design team at a B2B marketing agency to create social and print assets.

SKILLS

Brand + Creative Direction: Brand strategy, creative and art direction, visual identity, integrated campaigns, brand and campaign systems, stakeholder alignment, agency management

Design + Production: Figma, Adobe Illustrator, Photoshop, InDesign, Blender, 3D, motion, typography, environmental design, print, events, merchandise

Systems + Engineering: Design systems, component systems, design tokens, prototyping, interaction states, AI-assisted workflows, TypeScript, React/Next.js, Supabase, Vercel

Creative Code: Code-based video generation, internal design tools and apps for non-designers

AI Tools: Cursor, Grok Bot, Codex, Claude Code, Higgsfield AI, FLUX, Figma Weave

Channels + Marketing: Paid social, display, out-of-home, performance creative, web, financial services, Google Ads, Google Analytics, Klaviyo, Mailchimp

---

EDUCATION

Chapman University / Bachelor of Fine Arts, Graphic Design / Minor in Advertising