Audrey Woodward

Brand designer: identity, systems + motion

San Francisco Bay Area, CA
audreywoodward.work
audreydaniellewoodward@gmail.com
linkedin.com/in/audrey-woodward

PROFILE

Brand designer with 6+ years of experience, currently at Bitwise, a crypto asset manager. I art-direct campaigns across digital, social, paid media, and out-of-home, and build the Figma systems, templates, and custom tools behind them. Founder and designer of Log7; founding designer at ILYSM.

EXPERIENCE

Bitwise Asset Management

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

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

- **Systems:** Evolved Bitwise's visual identity into a reusable language of ticker treatments, hierarchy, disclosure logic, and motion, with guidelines and templates for campaigns, social, and paid media. Build and maintain an icon system, create web illustrations, and design presentations for leadership.
- **ETHW:** Extended the brand into a prism identity for the Ethereum ETF's July 2024 NYSE launch, modeling the prism and glass material by hand in Blender. Carried it across digital, social, trading-floor assets, and out-of-home, including the NYSE screen and Times Square. 1M+ impressions; the launch helped drive $204M in inflows on day one.
- **BITW:** Owned the 3D campaign system end to end: asset, renders, motion templates, and ~10 formats for BITW's uplisting to NYSE Arca. Art-directed the key visuals and system, then briefed and directed agency Ptarmigan into paid media and Times Square. 1.28M+ launch views, ~10x the engagement of comparable Bitwise launch posts.
- **Tooling + AI:** Designed and built a chart-making app and AI chart skill so 10+ colleagues make on-brand charts without a designer. 150+ charts made; long-form reports went from a week to a day. Rebuilt the CIO Memo video series in code with growth marketing, creating a reusable motion tool non-designers now use. Views rose from 6K to 23K, plus 80K from crypto outlet reposts. Wrote .md brand docs so non-designers could use AI tools to make on-brand assets for the company holiday gathering.

SELECTED PROJECTS

Log7 / 2026 / Founder + designer: A consumer social diary around one rule (one log a day), including its identity and a Figma system of 58 component families. Live in beta with ~50 users.

Cargo Paste / 2026 / Designer + builder: A macOS clipboard tray for copied text, images, and GIFs. Live at cargopaste.com, installable via Homebrew.

umbo / Designer + builder: An in-browser 3D drawing tool with vintage-inspired controls. Live at umbo.ink.

mglaa: A creative coding experiment that turns weaving patterns into songs. Live at mglaa.com.

EARLIER EXPERIENCE

Amazon / Designer (Contract, Remote) / 2020-2021: Designed presentations and product mockups for the Alexa team within an established design system.

ILYSM / Designer / 2020: Founding designer at a DTC tabi shoe brand. Packaging, social, email, and landing pages for products and sales events with the creative director, A/B testing email and paid ads.

Directive Consulting / Social Media Design Intern / 2020: Social and print assets with the in-house team at a B2B marketing agency.

EDUCATION

Chapman University / BFA, Graphic Design / Minor in Advertising

SKILLS

Brand + Systems: Typography, layout, composition, hierarchy, visual identity, icon systems, illustration, Figma components and templates, guidelines, copy editing + compliance review

Motion + 3D + Sound: After Effects, Cinema 4D, Blender, 3D, motion, motion templates, sound design (Suno AI + Logic Pro)

Design: Figma, InDesign, Illustrator, Photoshop, presentations, events, print, out-of-home, landing pages, email, social, web

AI + Tooling: Runway, Midjourney, FLUX, Higgsfield AI, Claude Design, Claude Code, Cursor, Codex, Grok Bot, Figma Weave, TypeScript, React/Next.js, Vercel