

# Portfolio

Staci Norman

# I'M STACI NORMAN

Creative and strategic visual designer with 20+ years of experience translating brand goals into compelling visual systems, campaign assets, and content across digital and print media. Skilled in art direction, visual storytelling, and creating design solutions that elevate brand identity and drive audience engagement. Strong collaborator with a background in leading cross-functional projects, ensuring visual consistency.



# Selected Projects

# Summer Academies

Designing a more relatable, accessible, and engaging digital experience for teens and parents—one that helped the academies hit record enrollment.

Art Direction & Visual Storytelling

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UI Content Design & Page Architecture

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Social Media Creative Direction

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Brand Voice & Messaging Strategy

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SEO-Informed Content Planning

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Stakeholder Alignment & Collaboration

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# The Challenge

The UT Computer Science Summer Academies struggled to attract full enrollment due to outdated visuals, dense content, and lack of program distinction. Students and parents couldn't easily see what made each academy unique or imagine themselves there. I led a visual and content redesign that clarified the offerings, warmed up the tone, and aligned the experience with audience needs. The result? Record enrollment, stronger engagement, and a more sustainable recruitment pipeline.



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Supporting insights available upon request:

- Audience personas
- Messaging framework
- Campaign brief

# The Rebranding Solution

We renamed the academies to highlight achievement and subject focus, shifting away from financial or application status. This subtle change reframed the experience for students and parents, making it feel more aspirational, inclusive, and aligned with the program's academic strengths.

~~Application-Based Academies~~

✔ Scholars Academies

~~Tuition-Based Academies~~

✔ Summer Academies

Academy of Robotics

Academy of Machine Learning

Academy of Game Development

Academy of iOS App Development

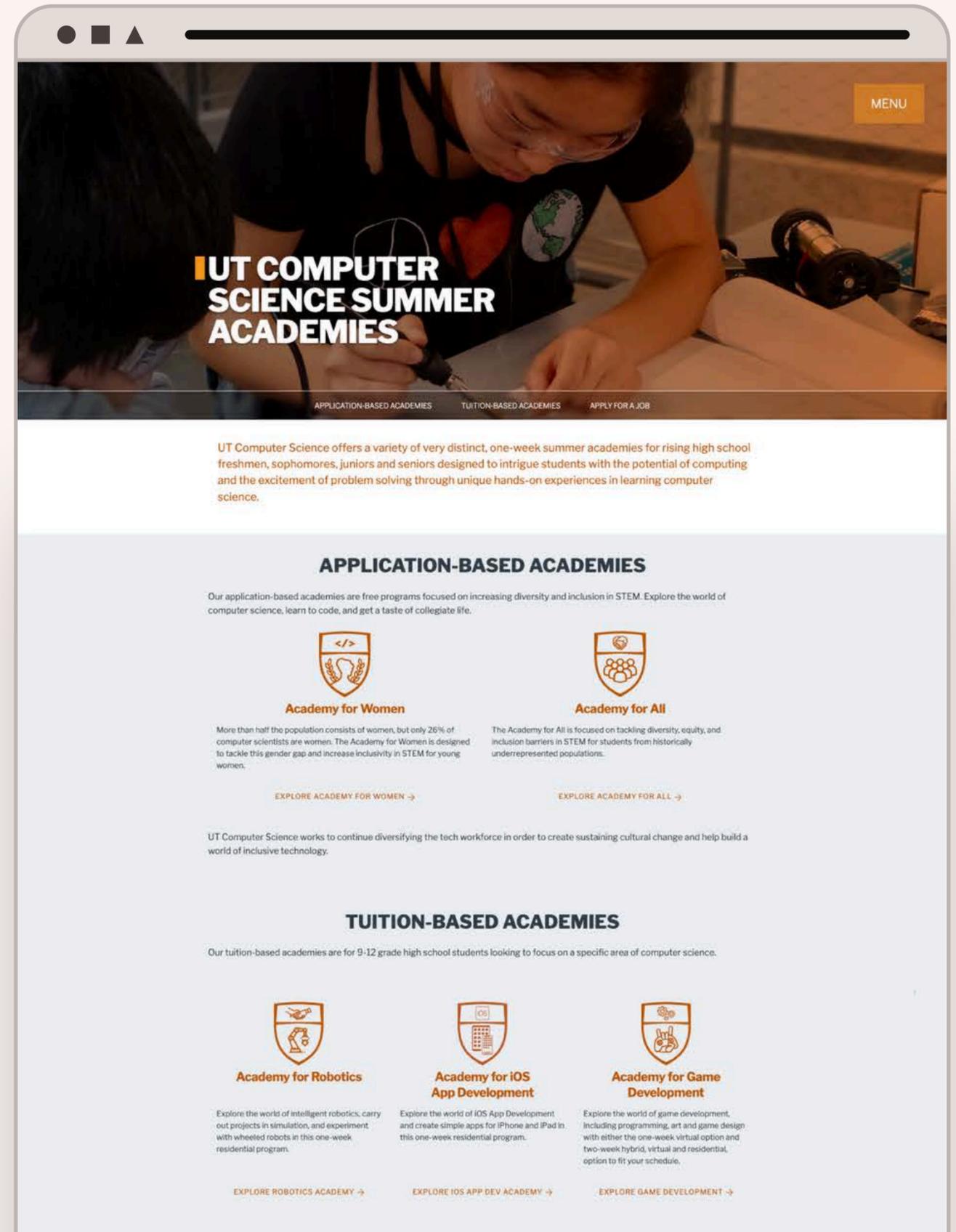
More solutions



# Website Redesign

The original site lacked energy and clarity. It didn't visually express the fun and prestige of the academies, and it was packed with dense copy.

Before the redesign: Outdated layout, buried information, and unclear value proposition.



# Key Additions

I redesigned the experience in Drupal with a modular layout and user-centered content hierarchy. Utilizing UT's burnt orange and sunny accent colors, I created a warm visual tone. I included academy-specific photos, simplified dense text into bullet points, and designed every page for prospective students and their parents.

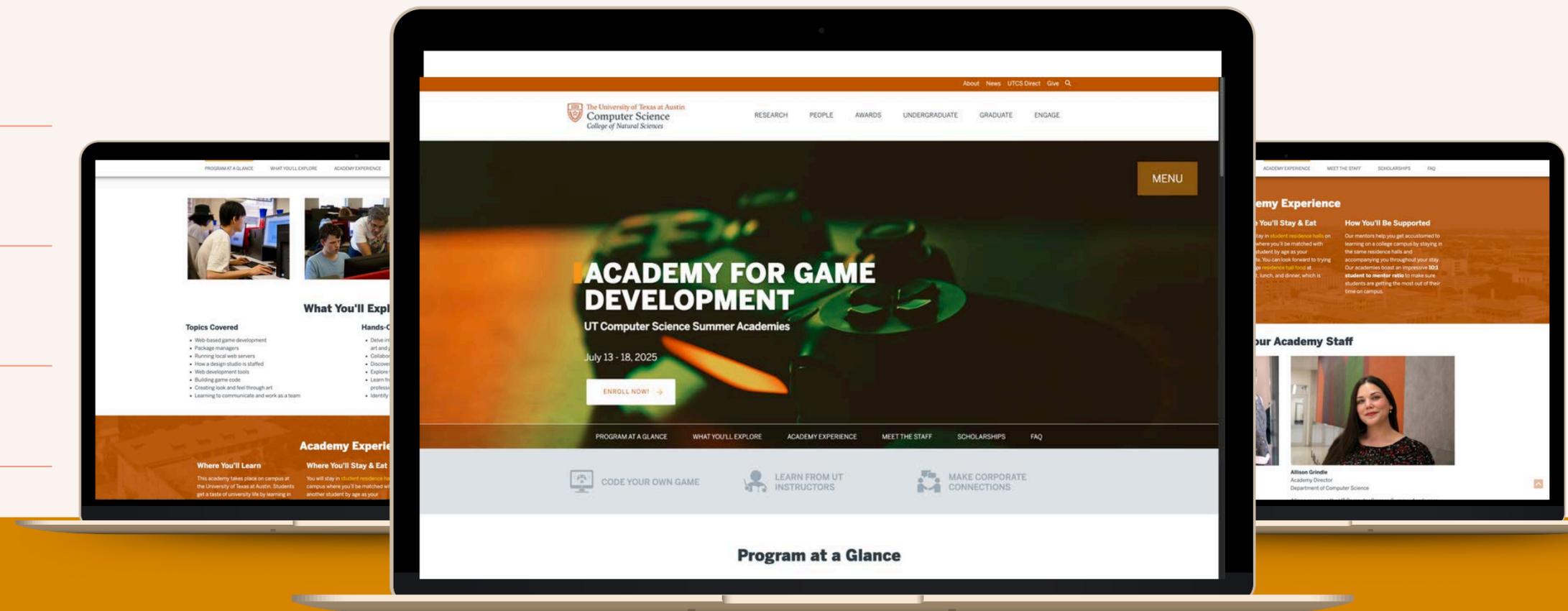
[Visit the Site](#) 

Visual "academy at-a-glance" panels for quick decision-making

Photos of instructors and academy directors to build parent trust

New content sections showcasing learning environments, housing, and support

SEO-Informed Content Planning



# Improving Discoverability Through UX Content Strategy

**Goal:** Increase organic visibility and drive qualified traffic through smart content structure, clear user pathways, and search-optimized messaging.

What We Did

Why It Matters



Keyword Targeting

Supported discoverability by aligning site structure and page content with real search behavior



Optimized Content

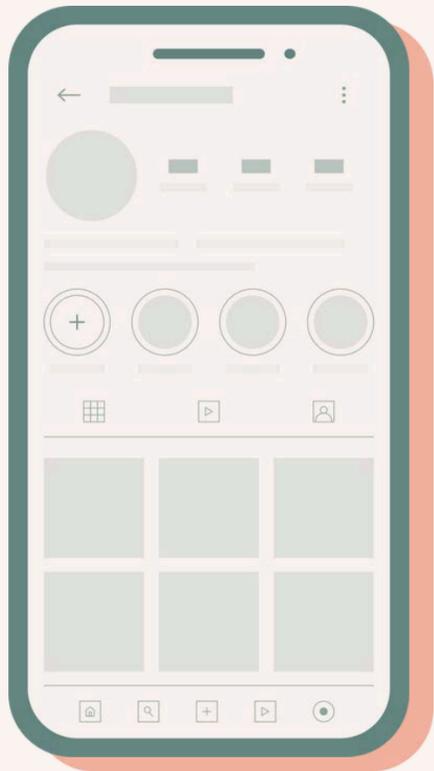
Rewrote program descriptions for clarity, scannability, and SEO—improving UX and engagement



Internal Linking

Strengthened internal pathways across programs and departments, reducing friction and bounce

# Social Media Strategy & Art Direction



Each Instagram carousel highlighted a day in the life of the academies.

- Created a shot list and provided interns with a photo style look book to capture academic rigor, community, and fun
- Refined image selections to ensure every post told a multidimensional story, including hands-on activities, faculty interaction, and social moments
- I Designed a visual identity for each academy using color-coded highlight icons and matching carousel covers

This not only built brand recognition across stories and posts, but gave our feed a consistent rhythm and identity.



Improved storytelling throughout the academy recruiting campaign lifecycle.

Added daily recap photo carousels and weekly wrap-up videos during the academies.

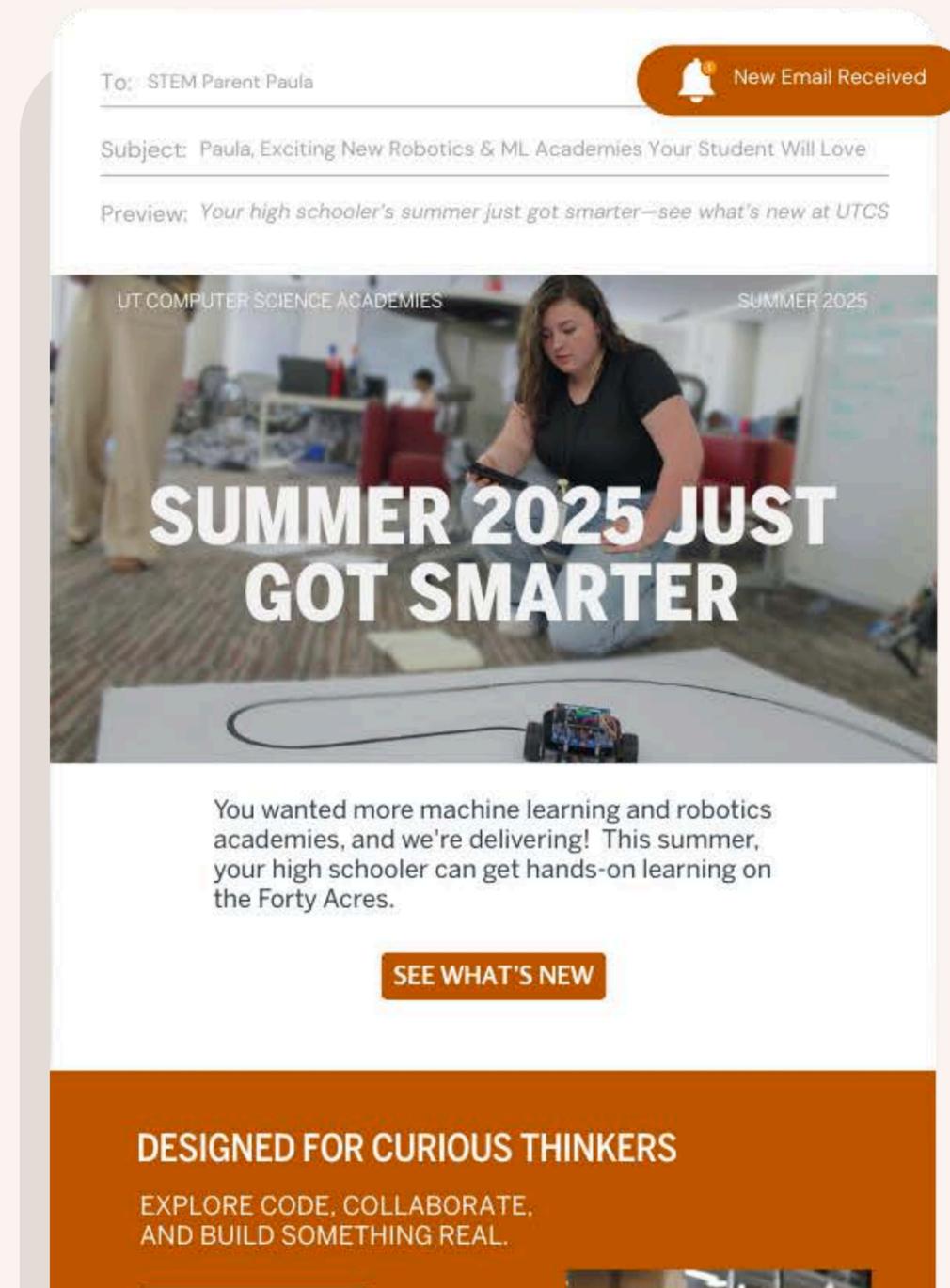


# Email Campaign Mockup

## Pre-Enrollment Awareness for Summer Academies

Email designed for warm lead segment (STEM Parent Paula).

**Focus:** Highlight academy differentiators and new academy offerings based on RFI data.



Want to see the full email design?  
Available upon request

# Results

**100%**

Achieved full enrollment  
faster than ever

**69%**

Year-over-year growth in  
website traffic

**#2**

Ranked among the  
top search result in Texas  
for summer computer  
science programs

**20%**

Boost in social media  
engagement

**4,443**

Prospective leads built  
into a robust database  
within two years

# Online Master's Programs

Building a scalable content and UX foundation that unified the brand, improved discoverability, and supported sustainable program growth.

Creative Strategy & Content Architecture

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UX Content Design & SEO Integration

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Cross-Functional Collaboration & Direction

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Editorial Strategy & Messaging Development

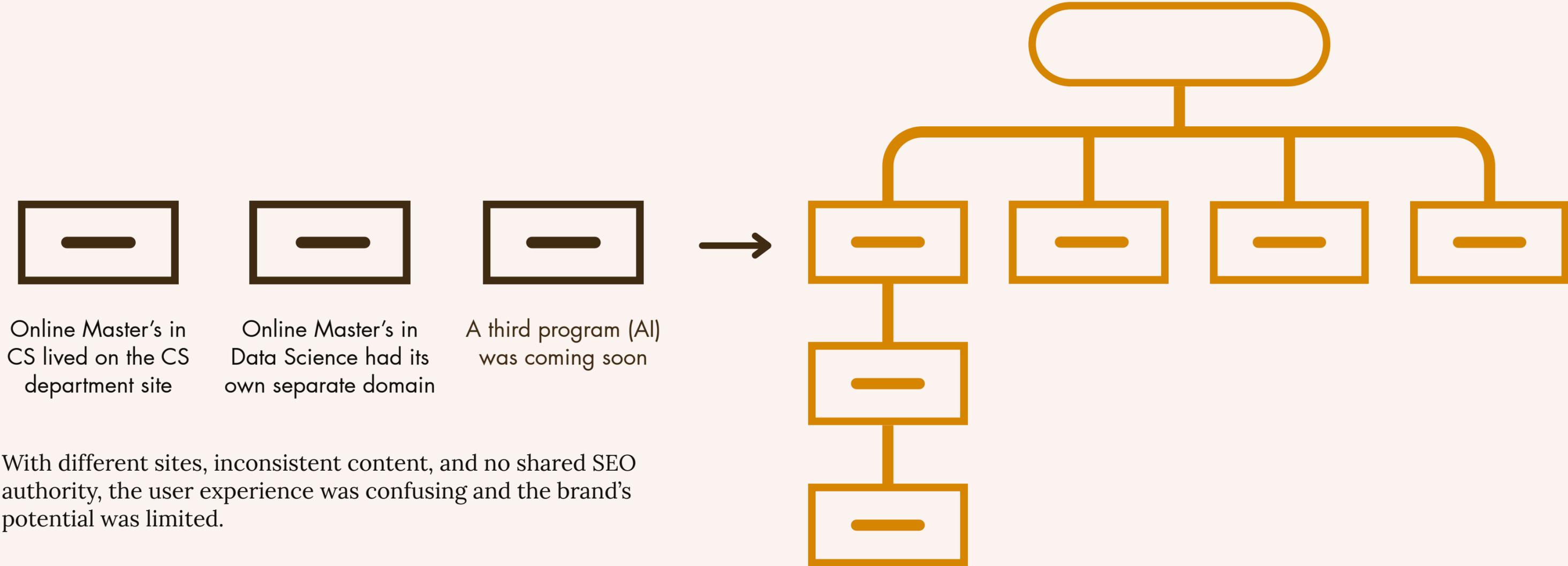
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Organic Social Creative Direction

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# The Challenge

The UT online master's programs needed a unified digital home. With scattered content, outdated pages, and no central destination for marketing, prospective students faced a confusing path. We brought clarity with a centralized website, stronger SEO, and a smarter content and social strategy, setting the foundation for long-term growth and a more cohesive digital presence.



# Strategic Approach

## Clarity First

Initiated and led the consolidation of scattered program sites into one cohesive, user-friendly platform, enhancing brand unity and simplifying the user journey.

## SEO & Naming Strategy

Advised on high-impact naming conventions and SEO best practices to bolster discoverability and align with institutional branding

## Content That Connects

Developed and implemented a scalable content framework, rolling out article-based content to build authority and improve organic reach

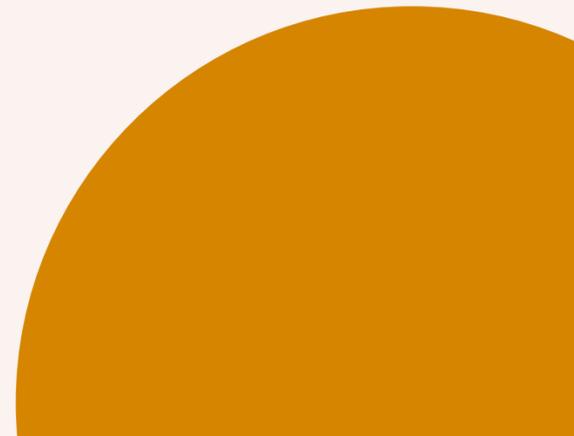
## Scalable Roadmap

Crafted a phased content strategy roadmap, laying the groundwork for a future news aggregator to support long-term content marketing efforts

## Project Leadership

Oversaw cross-functional collaboration and managed the transition to the new site, ensuring alignment with strategic objectives and timely delivery

Foundational strategy documents available upon request.



# Understanding Our Audience

Messaging approaches were informed by broad audience insights and adapted to meet needs across key segments.

## Audience Insight

## Strategic Response

Recent Graduates want affordable programs that give them a competitive edge in the job market.

We emphasized career outcomes, affordability, and curriculum that evolves with industry needs.

Working Professionals seek flexibility and prestige while balancing work, family, and education.

We focused messaging on UT's reputation, asynchronous learning, and ROI from skill-building.

Career Pivoters want to transfer adjacent experience into new, specialized tech roles.

We showcased practical projects, career support, and specialized coursework designed for real-world application.

International Students value global recognition, flexibility, and long-term ROI.

We highlighted UT's global reputation, alumni success across borders, asynchronous delivery, and support systems.

[View Personas](#)



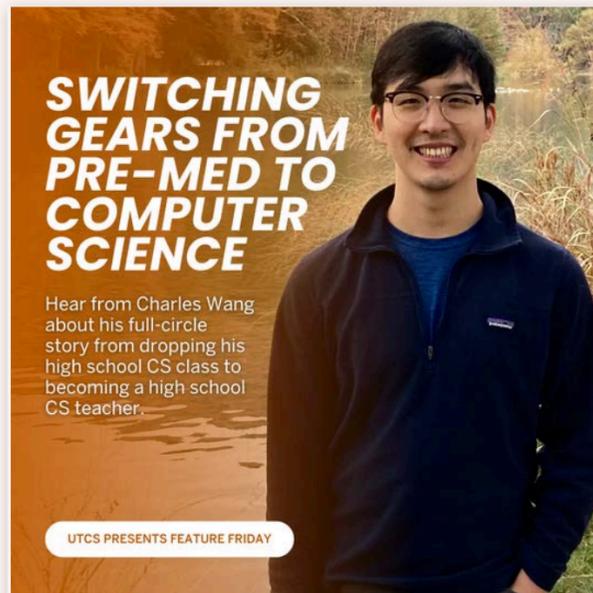
# Social Strategy Highlights

 Mapped the audience journey

 Piloted content tailored for prospects at each stage — from awareness to decision

 Featured student and alumni spotlights that drove strong engagement

 Early posts showed high performance, setting benchmarks for future campaigns



**SWITCHING GEARS FROM PRE-MED TO COMPUTER SCIENCE**

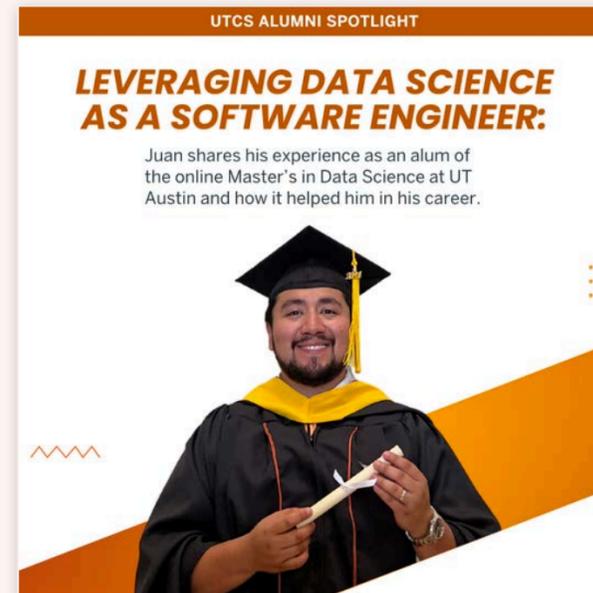
Hear from Charles Wang about his full-circle story from dropping his high school CS class to becoming a high school CS teacher.

UTCS PRESENTS FEATURE FRIDAY



“It’s really helpful because the responsibilities of my life don’t get in the way of the learning that is really a key part of me. I like that flexibility.”

Tammy Dugan  
MSAI First Cohort



UTCS ALUMNI SPOTLIGHT

**LEVERAGING DATA SCIENCE AS A SOFTWARE ENGINEER:**

Juan shares his experience as an alum of the online Master’s in Data Science at UT Austin and how it helped him in his career.



“The computer science program takes advantage of an online program’s inherent ability for self-paced learning, and makes it easier for me to arrange my schedule around work and personal life.”

Sherry Xiaoyi Zhu  
MSCS Class of 2022



“I wanted to strengthen my quantitative background, especially in statistics. The program enabled me to work with a greater variety of data types.”

Dino Carlo Sapala  
MSDS, 2nd Year

# Audience Journey Timeline

Stage & Timing	Audience Mindset	Strategic Response
Pre-Launch (Early December)	"Is this worth exploring?"	Teaser content that emphasized prestige, flexibility, and ROI for busy professionals seeking career growth.
Consideration Phase (Jan–Feb)	"Will this actually fit into my life?"	Targeted messaging around pacing, support, and balancing work/family/study. Social content featured alumni with similar life paths.
Application Push (March)	"I think I want to do this. What's next? Am I too late?"	Build urgency with deadlines, but paired it with reassuring CTAs and success stories from applicants who applied late.
Final Weeks (April)	"I've started my app... do I finish?"	Supportive reminders and checklists, featured faculty quotes, and emphasis of program team support on social.

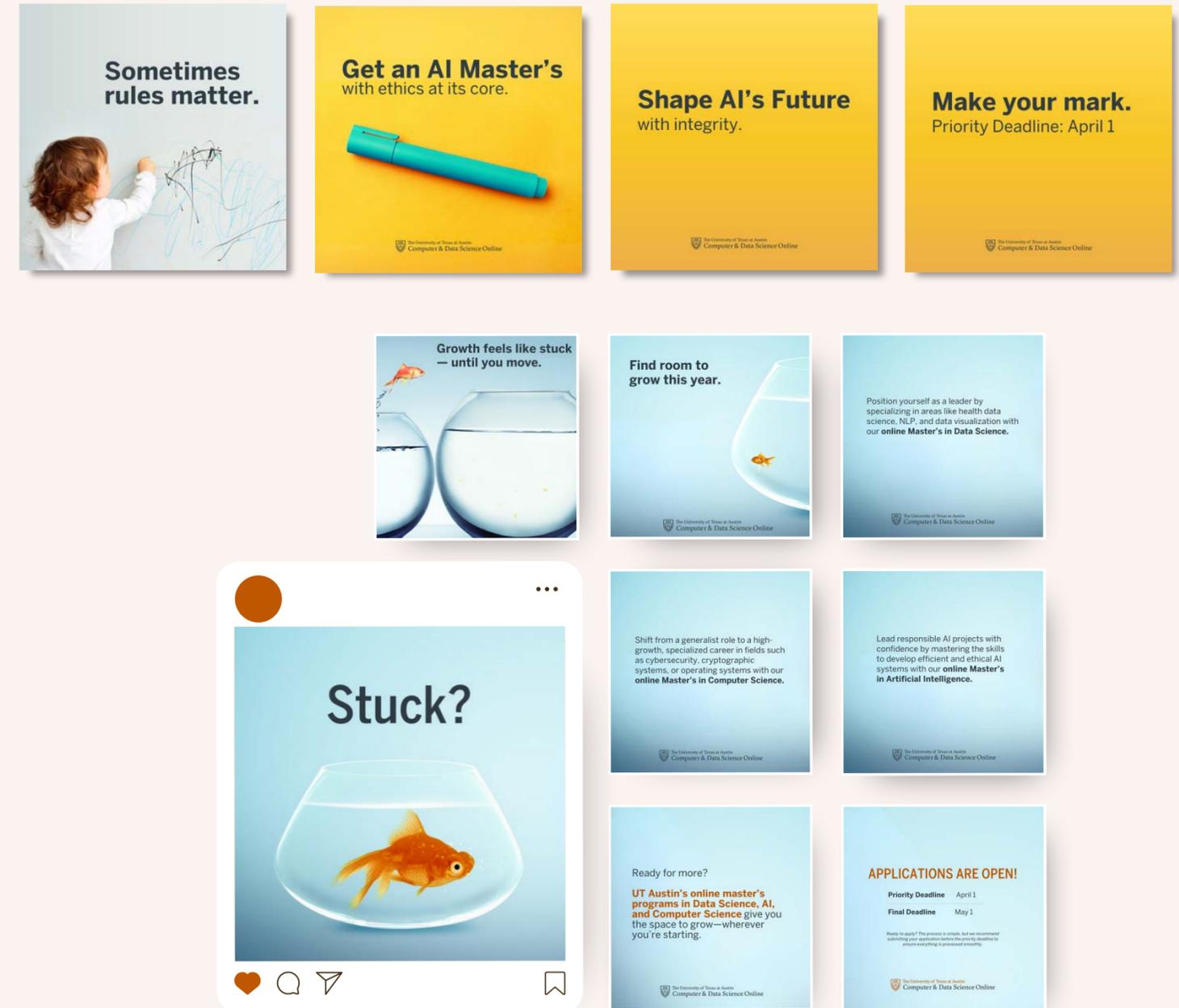
Based on internal research, behavior data, and qualitative insights.

# Social Media Experimentation

When organic social becomes predictable, you lose attention.

I leaned into bold visual metaphors (like a goldfish or kid writing on walls) to jolt the feed without abandoning the brand. I kept visual consistency with brand colors and fonts, but elevated the design through smart color pairings, white space, and contrast. These experiments doubled saves and clicks on evergreen content—proving that risk can drive ROI even without paid support.

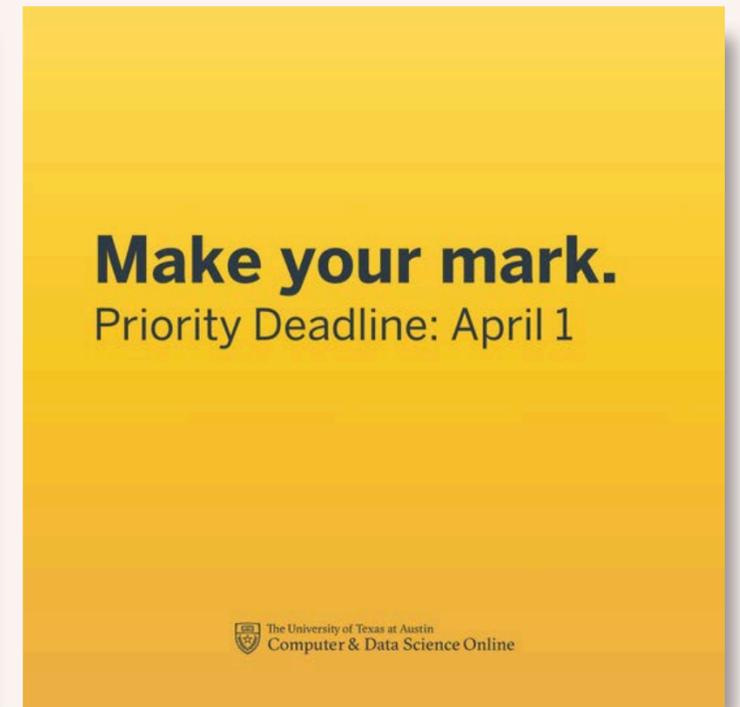
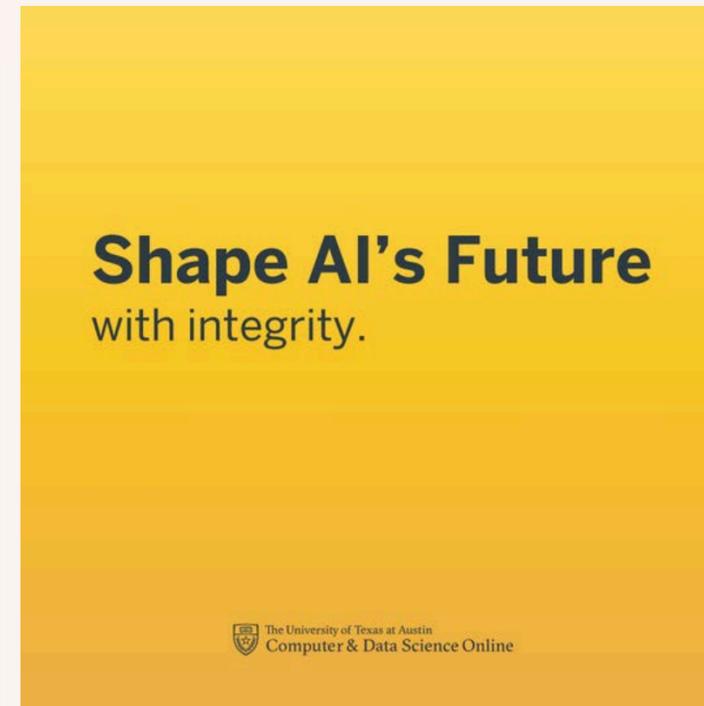
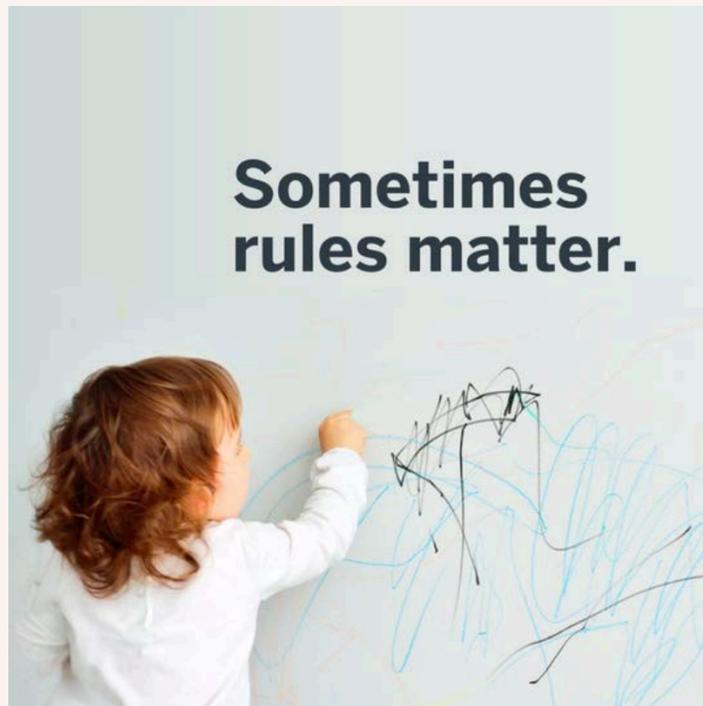
This design direction later resulted in double the saves and click-throughs on carousel content—one of the strongest performing organic series of the cycle.



# AI Carousel

## Breaking the Feed

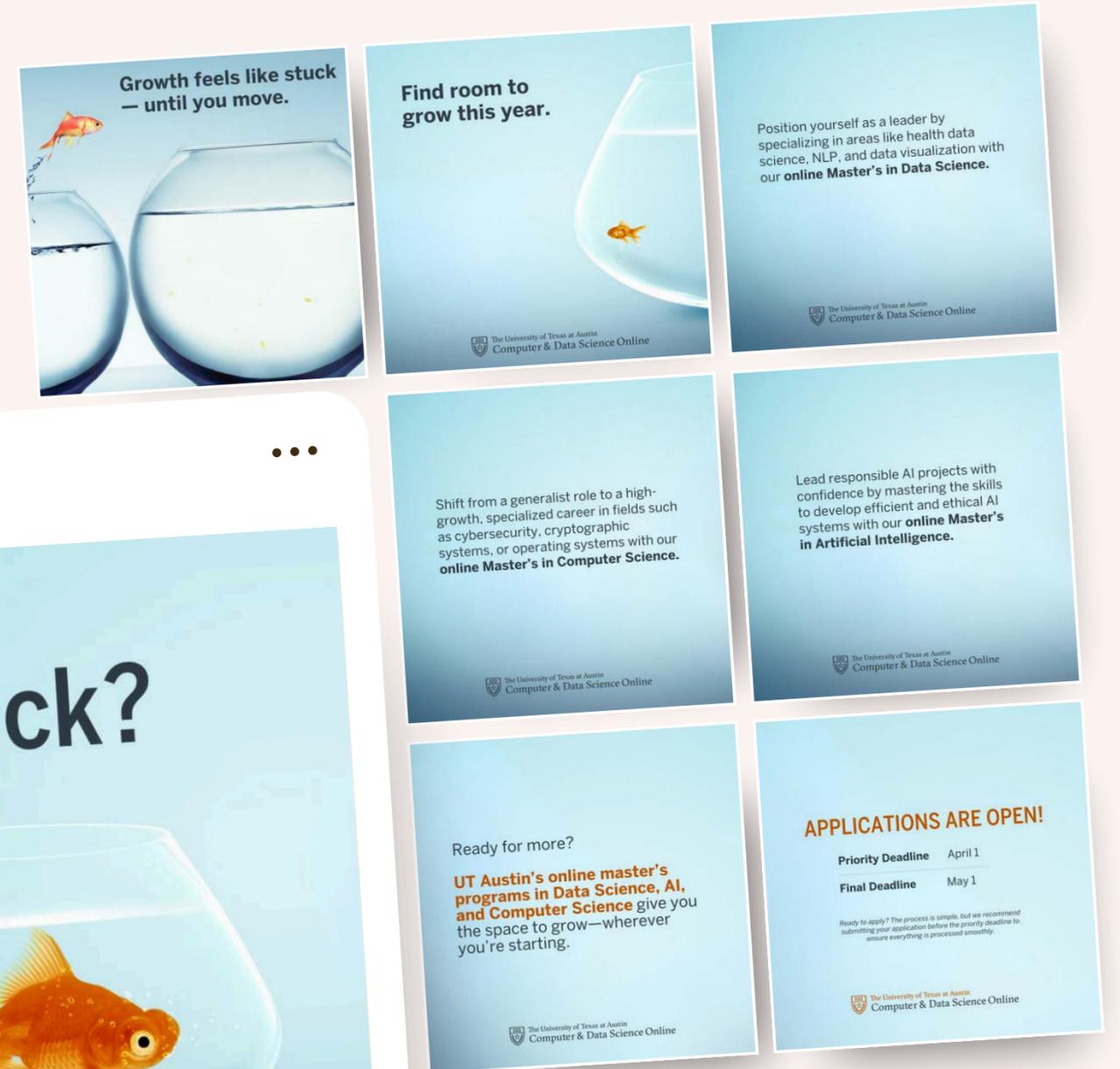
I used bold imagery (like a child writing on a wall) to disrupt the scroll while staying on-brand. The color pairing (warm yellow and charcoal) emphasized key text without overwhelming the message.



# Goldfish Carousel

## Making Evergreen Content Feel Fresh

This playful metaphor was designed to spark curiosity and stand out in a crowded academic feed. Smart contrast (orange on pale blue) drew attention to the CTA and doubled saves vs. baseline.



# Designing for Discoverability & Editorial UX

A custom-designed longform content type that balanced SEO, scannability, and storytelling, creating a flexible foundation for future editorial growth.

I designed a new longform article layout in XD to improve clarity, discoverability, and engagement. The modular structure supported headline hierarchy, callouts, and strategic internal linking, making it easier for users to scan, understand value, and explore related content. This system now anchors our organic strategy and serves as a repeatable content model across the department.

# Content Design Features



SEO-informed layout: headlines, subheaders, and scannable text blocks



Strategic linking: anchor text optimized for internal discovery

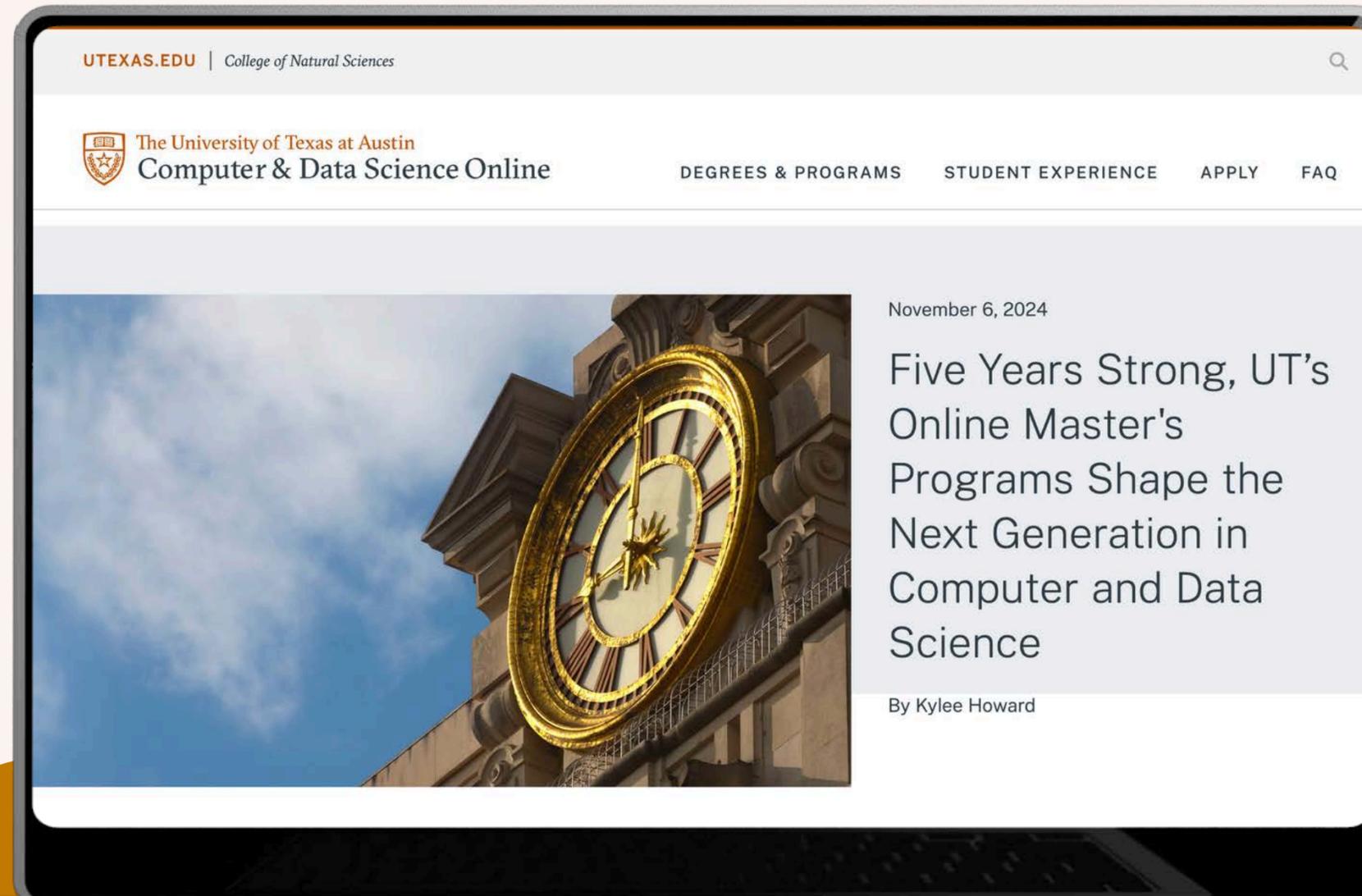


High engagement: boosted click-throughs from email and social



Designed in XD, implemented in Drupal CMS

[Read the Article](#)



# Results

**+93.7%**

Increase in engaged sessions from organic search (YoY).

**+26.6%**

Growth in new users through improved SEO and clearer pathways.

**+15%**

Improvement in competitive positioning based on SEM benchmarks.

**2X**

Saves & click-throughs on experimental content posts on social media, validating content direction for future campaigns.

CDSO Site



# Department Brochure

How strategic design unified complex messaging for multiple audiences with limited resources.

Creative Direction and Visual Strategy

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Information Architecture and Content Flow Planning

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Custom Infographic and Illustration Design

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Stakeholder Management and Content Direction

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Production Management and Quality Control

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# The Challenge

A rapidly growing department needed one cohesive marketing piece to serve diverse stakeholders while working with limited resources.

Multiple audiences required distinct messaging approaches

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Tech-centric content needed humanizing and visual clarity

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Dense information demanded intuitive organization

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Limited timeline and budget required efficient execution

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Previous materials lacked strategic visual direction

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# The Strategy

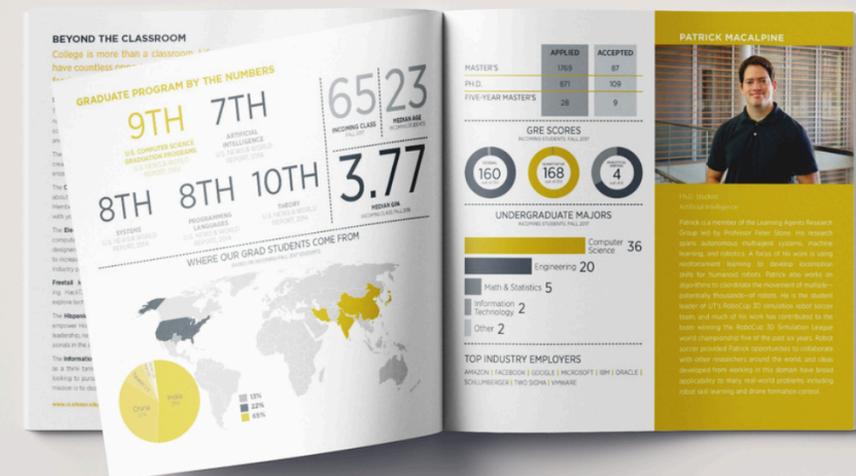
I developed a comprehensive visual system that transformed complex information into an accessible, audience-focused experience.

Created color-coding strategy to guide different audience segments through content

Designed custom infographics to transform dense data into engaging visuals

Established clean, linear design framework to organize complex information

Implemented strategic photography to humanize a tech-centric discipline



# The Process

As the sole creative lead, I orchestrated all aspects of the project from concept development through final production.

Directed content development across multiple departmental stakeholders

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Managed parallel production workflows to maximize efficiency

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Served as both creative director and content editor for consistent voice

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Facilitated strategic stakeholder reviews to ensure alignment with diverse needs

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# The Execution

Every design element was purposefully crafted to balance visual impact with clear communication and audience accessibility.

Designed custom infographics that transformed complex statistics into compelling stories

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Created intuitive information architecture that guided readers through dense content

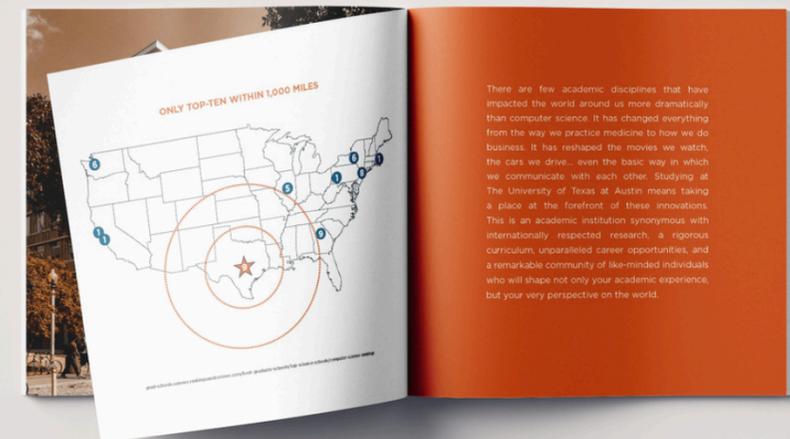
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Balanced professional credibility with visual approachability

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Transformed complex data into visually compelling infographics beyond standard charts

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# The Results

The brochure established a design foundation so effective it continues to influence the department's marketing communications today.

Created the template that still guides the department's current brochure design

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Successfully unified previously fragmented marketing materials

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Delivered a versatile tool that effectively served multiple audience segments

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Produced a premium-quality piece despite significant resource constraints

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# COMPUTER

# SCIENCE

WHAT STARTS HERE CHANGES THE WORLD



The University of Texas at Austin

ONLY TOP-TEN WITHIN 1,000 MILES



[grad-schools.usnews.rankingsandreviews.com/best-graduate-schools/top-science-schools/computer-science-rankings](http://grad-schools.usnews.rankingsandreviews.com/best-graduate-schools/top-science-schools/computer-science-rankings)

There are few academic disciplines that have impacted the world around us more dramatically than computer science. It has changed everything from the way we practice medicine to how we do business. It has reshaped the movies we watch, the cars we drive... even the basic way in which we communicate with each other. Studying at The University of Texas at Austin means taking a place at the forefront of these innovations. This is an academic institution synonymous with internationally respected research, a rigorous curriculum, unparalleled career opportunities, and a remarkable community of like-minded individuals who will shape not only your academic experience, but your very perspective on the world.

## UNDERGRADUATE PROGRAM BY THE NUMBERS

**1776**  
UNDERGRADUATE STUDENTS

INCOMING CLASS RANK  
**TOP 5.6%**

**394**  
INCOMING CLASS FALL 2017

**24.2%**  
ACCEPTANCE RATE  
Incoming class fall 2017 who  
chose computer science as  
their first choice major

**AVERAGE SAT**  
INCOMING FRESHMEN FOR FALL 2017

**1460 OUT OF 1600**  
(ACT converted into SAT scale)

**87%**

OF STUDENTS HAD  
ACCEPTED JOBS OR  
BEEN ADMITTED TO  
GRADUATE SCHOOL  
UPON GRADUATION  
graduating class, spring 2016



## WHERE OUR UNDERGRAD STUDENTS COME FROM



## TOP EMPLOYERS

MICROSOFT | GOOGLE | IBM | GENERAL MOTORS |  
CIVITAS LEARNING | AMAZON | NATIONAL RESTAURANTS  
INDEED | HOMEAWAY | ATHENAHEALTH | APPLE |  
CAPITAL ONE | DELL | EOG RESOURCES | FACEBOOK |  
JP MORGAN | SPICEWORKS | SQUARE | STATE FARM |  
TRIPADVISOR | SALESFORCE

## TURING SCHOLARS HONORS PROGRAM



**50**  
INCOMING CLASS SIZE

**22%**  
WOMEN



MEDIAN SAT: 2330/1560

CLASS RANK  
**TOP 1%**

## WHERE TURING STUDENTS COME FROM



PRAKHAR GARG



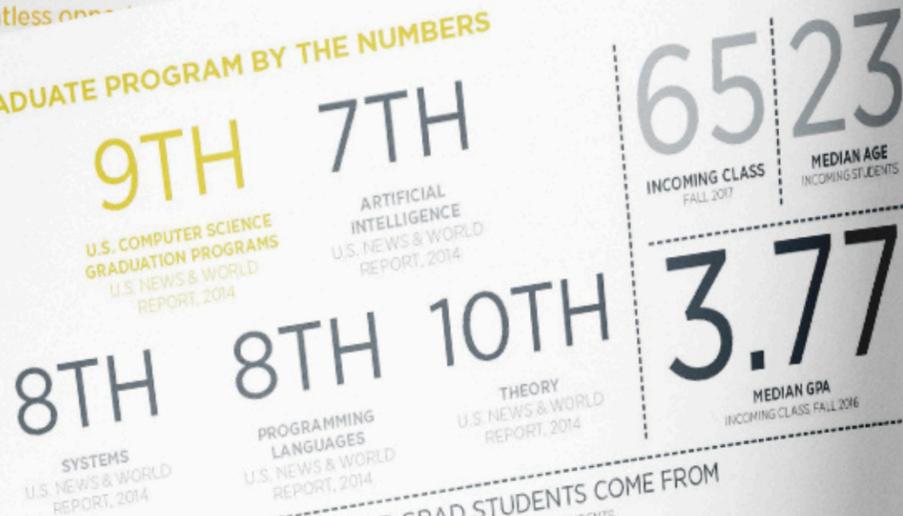
Senior Undergraduate Student

Prakharg transferred into computer science from electrical engineering after getting involved with HackTX and falling in love with app development. He established Freetail Hackers—a student organization dedicated to supporting UT's entrepreneurial culture. Freetail Hackers hosts HackTX, the largest collegiate hackathon in Texas, as well as numerous smaller hackathons each year. Prakharg also helped ensure the entrepreneurial spirit of UTCS had a solid foundation by co-chairing Project Giving Tree and trying to raise student engagement in shaping the undergraduate experience at UTCS. While attending UT, Prakharg took three internships: GE Aviation Applied Research Labs, and ConnectThink. Prakharg used his internships as learning experiences to gain insight in working in the corporate, government, and start-up worlds. Prakharg is excited to work for DreamWorks full-time after graduation.

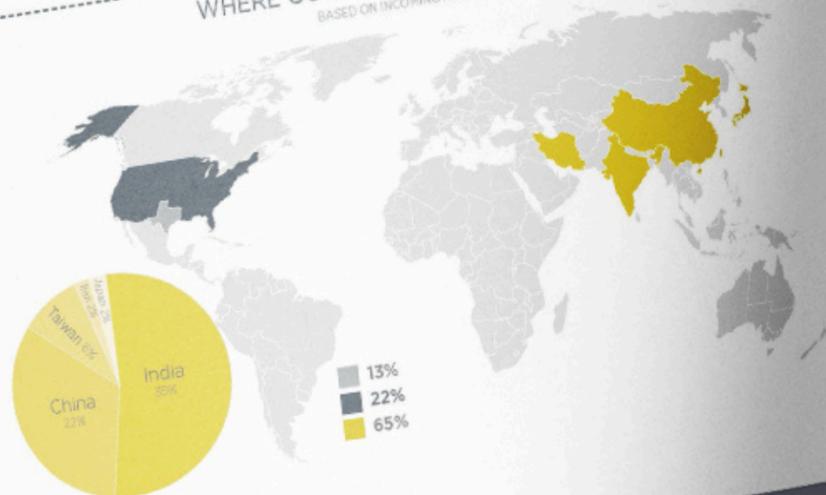
**BEYOND THE CLASSROOM**

College is more than a classroom. We have countless opportunities for...

**GRADUATE PROGRAM BY THE NUMBERS**



**WHERE OUR GRAD STUDENTS COME FROM**  
BASED ON INCOMING FALL 2017 STUDENTS



www.cs.utexas.edu

**PATRICK MACALPINE**



Ph.D. Student  
Artificial Intelligence

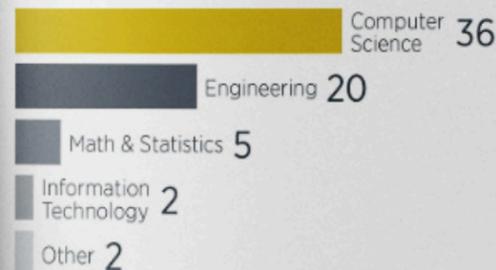
Patrick is a member of the Learning Agents Research Group led by Professor Peter Stone. His research spans autonomous multiagent systems, machine learning, and robotics. A focus of his work is using reinforcement learning to develop locomotion skills for humanoid robots. Patrick also works on algorithms to coordinate the movement of multiple—potentially thousands—of robots. He is the student leader of UT's RoboCup 3D simulation robot soccer team, and much of his work has contributed to the team winning the RoboCup 3D Simulation League world championship five of the past six years. Robot soccer provided Patrick opportunities to collaborate with other researchers around the world, and ideas developed from working in this domain have broad applicability to many real-world problems including robot skill learning and drone formation control.

	APPLIED	ACCEPTED
MASTER'S	1769	87
PH.D.	871	109
FIVE-YEAR MASTER'S	28	9

**GRE SCORES**  
INCOMING STUDENTS, FALL 2017



**UNDERGRADUATE MAJORS**  
INCOMING STUDENTS, FALL 2017



**TOP INDUSTRY EMPLOYERS**

AMAZON | FACEBOOK | GOOGLE | MICROSOFT | IBM | ORACLE | SCHLUMBERGER | TWO SIGMA | VMWARE

# Editorial & Social Creative Direction

Bringing editorial direction, design leadership, and social strategy together to shape brand-aligned stories that engaged and inspired.

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Editorial & Content Direction

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Art Direction

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Social Media Content & Creative Strategy

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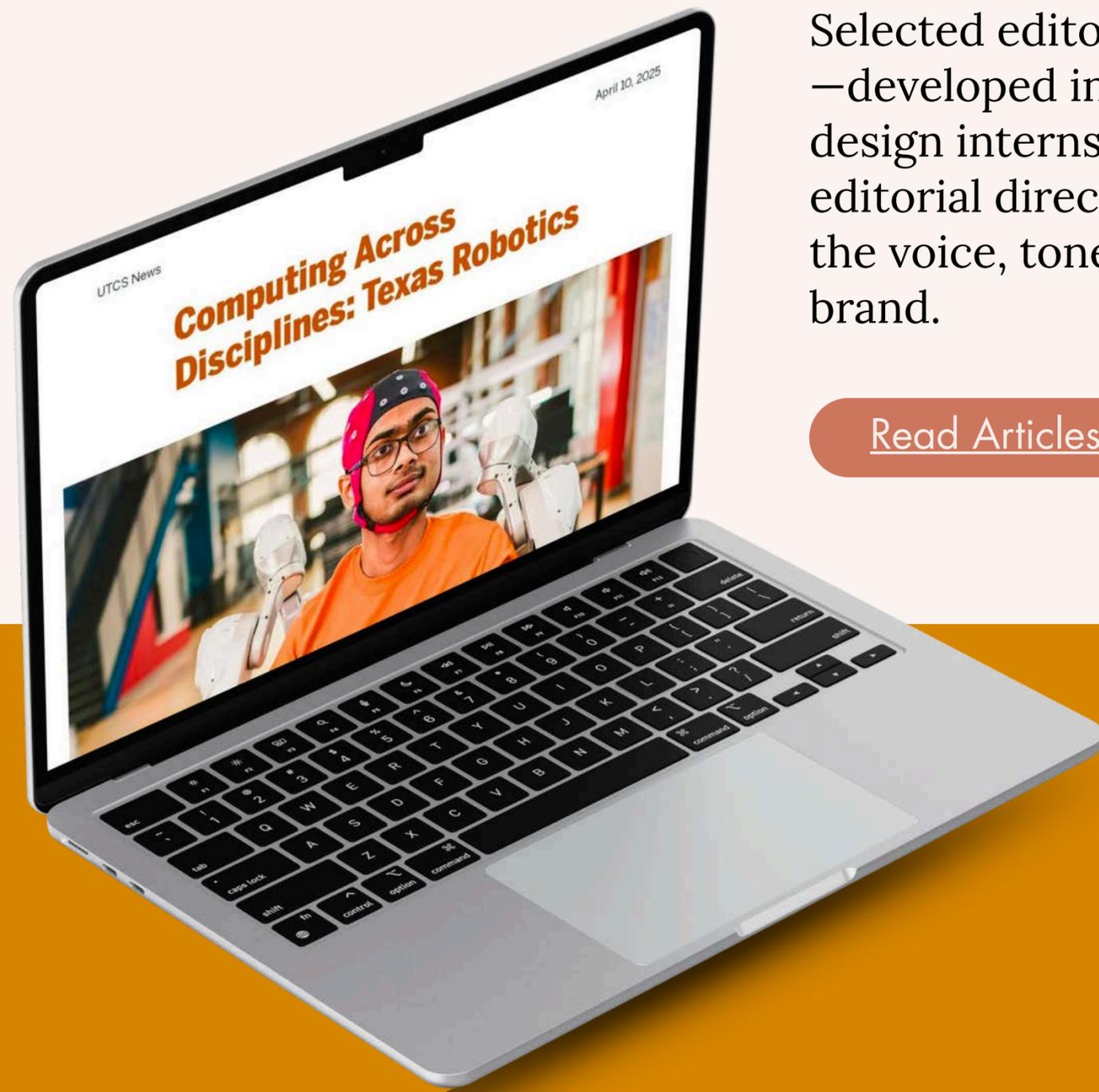
Brand Voice & Messaging Oversight

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Final Review & Quality Control

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# Editorial Features



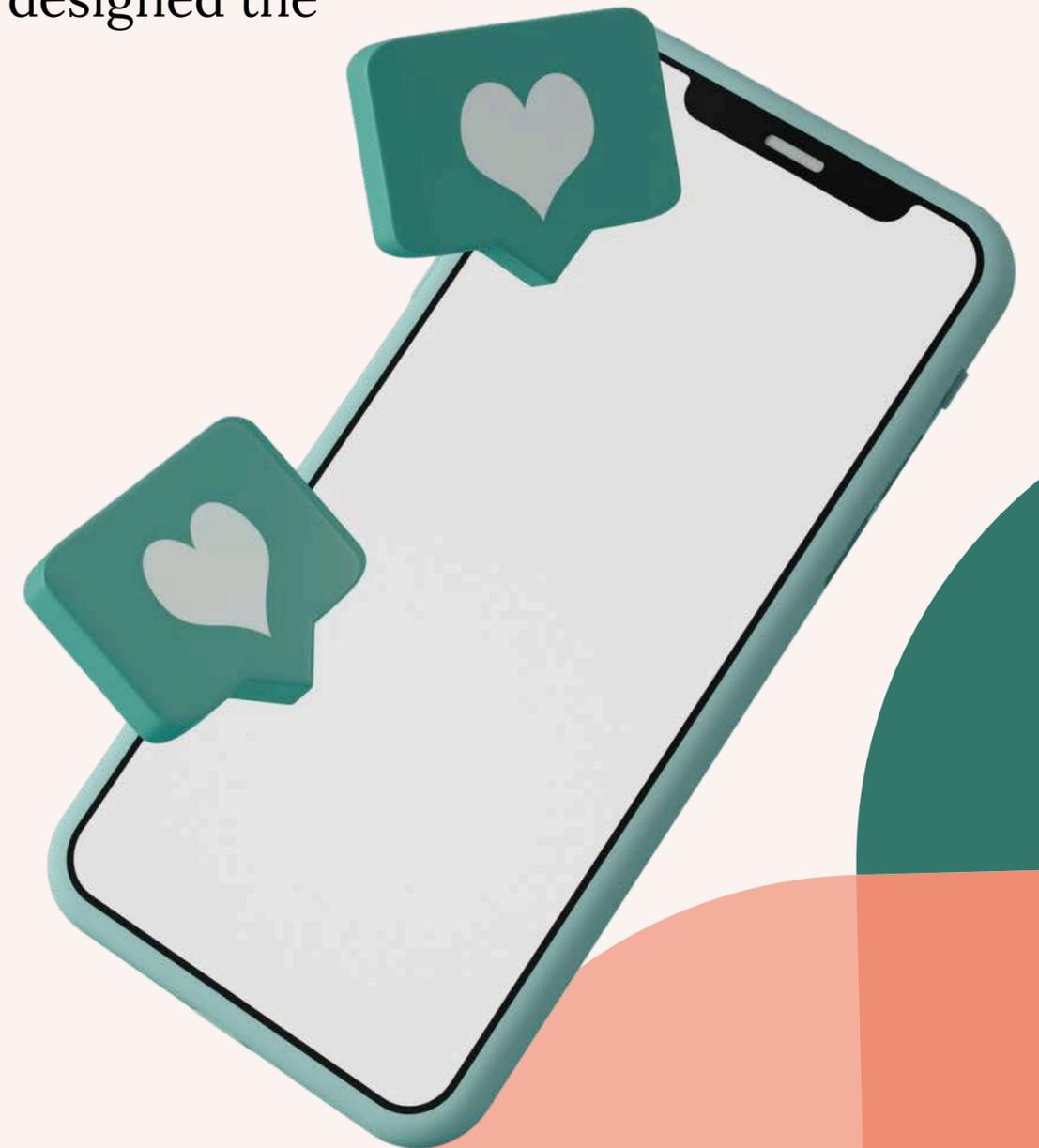
Selected editorial pieces shaped under my leadership –developed in collaboration with my writing and design interns. I guided the content strategy, provided editorial direction, and designed the layouts to reflect the voice, tone, and goals of the UT Computer Science brand.

[Read Articles](#) 

# Social Campaigns

Organic campaigns developed with my creative strategy and art direction. I led the concepting process, provided visual and narrative direction, and either designed the assets or collaborated closely with interns on their execution.

[Visit UTCS Instagram](#) 



# Creative & Strategic Skills

Creative Direction, Art Direction & Visual Design

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Brand Strategy & Positioning

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Storytelling, Content Strategy & Editorial Oversight

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UI Content Design & UX Collaboration

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Digital & Social Media Strategy

---

Campaign Development & Cross-Functional Collaboration

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Data-Informed Creative Strategy & Performance Analysis

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# Tools

## Design & Prototyping

Adobe Creative Suite

Canva

Figma

## Web & UX

Drupal

HTML5

CSS

## Social Media Management

Meta Business Suite

Agorapulse

Later

## Marketing & Email

Eloqua

Mailchimp

## Analytics/SEO

Google Search Console

SEMrush

Ahrefs

Qualtrics

## Project Collaboration

Wrike

Asana

Slack

Box



Let's Work Together &  
Create Something Great

[staci.norman@gmail.com](mailto:staci.norman@gmail.com)

[linkedin.com/in/staci-norman/](https://www.linkedin.com/in/staci-norman/)

(512) 653-1513