

Raya Slavin

Web Designer · Lafayette, Colorado · hello@rayaslavin.com · rayaslavin.com

Summary

Web designer with agency leadership experience, designing clean, intentional websites that earn trust at first glance and are crafted to convert. I lead projects from concept to launch, present confidently to clients, and thrive on collaboration. My work spans physicians, wellness brands, global experiences brands, and celebrity launches for Diplo, John McEnroe, and Jimmy Buffett.

Experience

Design Lead · Pink Lemon Agency

2024 to 2026

- Led the design team at a boutique agency as project lead and main point of contact for clients, owning every brand and website from concept to launch.
- Built brand identity systems and websites for founders and personal brands, including World Series MVP Ben Zobrist and Women Gone Wild, the #1 bestselling book series on women's empowerment.
- Designed and built every site to SEO best practices.
- Wrote and published client articles in USA Today, Forbes, Elle, Harper's Bazaar, and Life & Style to build authority and strengthen SEO.

Independent Creative · Raya Slavin

2026

- Designed and built a workplace wellness app for corporate teams, helping employees calm their nervous systems and do their best work. Now live on the Apple App Store.
- Designed a website for a Colorado nonprofit membership organization, including a custom WordPress member portal and custom WordPress plugins I developed.

Design Lead · Insider Expeditions

2022 to 2024

- Led design for a global team creating celebrity-led luxury expeditions on all seven continents, including trips with Diplo, John McEnroe, Jimmy Buffett, and Mike Posner.
- Directed a remote design team and built the workflows and standards that kept output consistent across web, social, and print.

Design Lead · Unconventional Life

2018 to 2022

- Led design for a global experiences brand with a top 1% podcast heard in 75 countries, millions of downloads, and its own Forbes column.
- Designed web pages, event creative, and promotional materials for its events and business accelerators on all seven continents, named the #1 events for entrepreneurs by Inc. magazine.
- Authored 140+ articles for the brand's Forbes column, generating over 3 million views.

Notable Names I've Designed For

Diplo · John McEnroe · Jimmy Buffett · Mike Posner · Ben Zobrist · Jamie Anderson · Virgin · Women Gone Wild · UC Berkeley

Skills and Tools

- **Design** · Brand identity, responsive web design, UX, client presentation
- **Build** · WordPress, Elementor, HTML and CSS, custom WordPress plugins
- **Growth** · SEO, conversion-focused design, AI workflows

Education

B.A. in Psychology · University of Colorado Boulder

Valedictorian · Summa cum laude, with distinction · 4.0 GPA · Dean's List