

■ Timothy Ali Smith Yusef

BRAND AND WEB DESIGNER

Denver, CO · studio@timothyali.com · timothyali.com · linkedin.com/in/timothyali

SUMMARY

Since 2019, I've designed identities, motion, and websites for startups and small teams. My work includes custom type, campaign graphics, and brand guidelines. Open to full-time roles, remote or in Denver.

EXPERIENCE

Digital Designer (Contract), DOMOTO

Mar 2026 – present

- Brand, print, and digital design for the agency's clients: residential developments, finance and technology companies, luxury brands, and Fortune 500 companies.
- Design and build a multi-brand design-system platform in JavaScript that keeps each client's tokens, components, and brand assets in one place, readable by client teams and AI tools.

Cofounder, brand and art direction, PARC (Pixel Ape Rowboat Club)

2021 – present

- Led PARC's 2026 rebrand: a logo based on the apes' 5x5 pixel grid, a five-color palette, and a custom typeface in three weights with a monospaced version.
- Carried the identity across the website, Discord, X, the Twitch show, merch, and the arcade, with a logo library in print and web formats. Launched September 2026.

Founder and designer, Timothy Ali Design Ltd.

2019 – present

- Identity, motion, and web design for startups and small businesses, including the FirstStrike Research identity (2025): wordmark, color system, typography, and guidelines.
- Jade Aesthetics (2025 – present): visual style and website for a medical spa, launched in Framer and rebuilt in Next.js with a page for each treatment. Ongoing project work.

Brand Designer, First Ledger

Jan 2024 – Jan 2025

- Designed First Ledger's logo and brand guidelines for its Telegram bot, web app, and marketing. Created small-format lockups, a three-weight type system, and co-branding layouts for xrp.cafe and other partners.
- Platform scale as of mid-2026: \$1.2B in transaction volume, 165K peak users, more than 2M wallets created, and an audience of 42K+.

Founding Designer (cofounder), xrp.cafe

2021 – 2024

- Cofounded xrp.cafe and designed its identity and coffee-mug mascot. Created motion graphics, more than ten social campaigns, and booth graphics and merch for Consensus, Permissionless, and ETH Denver.
- Platform scale as of mid-2026: 32K followers, \$16.2M in volume, and 6.7M transactions. Campaign work for a VeSea charity event that raised \$33K for St. Jude.

SKILLS

Brand and motion: identity systems, logos and lockups, typography and type design, art direction, campaigns, guidelines, print; After Effects animation for social, launches, and title sequences.

Web: Figma, HTML and CSS, TypeScript, Svelte and SvelteKit, Next.js, Tailwind; sites built in code, with Claude Code.

Tools: Illustrator, After Effects, Photoshop, InDesign, Figma, Framer.

EDUCATION

BFA, Graphic Design, Rocky Mountain College of Art + Design, Lakewood, CO

October 2025

Languages: English and Spanish, both native.