

Logan Evasco

Social Impact Communication & Design

San Francisco, CA | [LinkedIn](#)

Overview

I'm a social-impact communications and design leader who helps mission-driven organizations turn their bold visions into campaigns that inspire action! Blending storytelling, human-centered design, and outreach strategy, I create digital and print public engagement programs.

Experience

Climate Creative | San Francisco | Project Director, Founder

July 2021 - July 2025 (Transferring to Rethink The Runway with new director)

- Founded and built a creative-led grassroots environmental organization dedicated to empowering artists, organizers, and everyday community members to engage in climate action through storytelling and art including launching a global/local climate gallery with 15 artists.
- Developed the organization's vision, programs, partnerships, and funding strategy and was awarded over \$80,000 in arts grants and \$30,000 in small donor contributions.

Universe (Political) | San Francisco / Remote | Head of Design (Marketing & Product)

July 2021 - November 2025 (Company purchased by DemSoft)

- Directed product and marketing strategy for a progressive CRM and communications platform used by over 700 political campaigns nationwide.
- Planned media outreach including communicating with press, interviewing on radio shows, writing 5 press releases, and creating + scheduling weekly social media on 5 platforms.
- Managed go-to-market campaigns that increased user acquisition by 25% and retention through optimized email, SMS campaigns, and fundraising channels.
- Deeply understood the progressive organizing and campaigning community through in-person user research with 30+ users, implementing usability testing, and using the feedback analysis to inform product iterations and feature prioritization.
- Led the launch of 4 major product platforms including a fundraising platform, volunteer management system, a website builder platform, and a campaign Learning Management System, plus hundreds of iterative improvements across the CRM ecosystem.
- Owned quarterly company-wide KPI creation and cross-functional product development, managing roadmaps, sprints, and collaboration between engineering, design, and marketing.
- Implemented A-rated WCAG-compliant design systems to improve accessibility.

Propagate Creative | San Francisco | Communications Strategist & Designer

January 2020 - October 2022

Worked with 23 clients including: Universe, Human Interest, 350 Bay Area, Invisible International, AZ Democracy Collab, Green River Sustainable Financial, Numa, LITE Memphis +

- Led branding, product strategy, and communication initiatives (including video production, animations, infographics, etc.) for social impact and nonprofit organizations across climate, democracy, and health sectors.
- Developed 8 websites, 6 digital products, 12 visual identities, 5 marketing strategies, and 3 communication plans that improved engagement and audience reach for my clients.

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Cheryl Davila for City Council | Berkeley | Campaign Manager, Designer

June 2020 – December 2020

- Managed a full electoral campaign including: 80+ volunteers, a 12-person advisory board, and our outreach strategy integrating field, digital, and earned media efforts.

True Link | San Francisco | Brand & Visual Design Director

September 2018 – January 2020

- Directed company rebrand to create a more inclusive, human-centered identity for senior and disability audiences, increasing brand engagement and authenticity.
- Oversaw and produced website redesign, marketing collateral production, and video campaigns that enhanced brand trust and recognition, including the introduction of Accessibility Guidelines (WCAG) standards across design and marketing teams, achieving A compliance.
- Collaborated with engineering and compliance teams to align marketing strategy with regulatory and accessibility standards.

Replicon | Redwood City | Lead Graphic Designer

June 2016 – September 2018

- Managed design systems & visual consistency across web, social, and marketing campaigns.
- Produced interactive content including videos and the most downloaded infographic in the demand generation database, supporting compliance education and increasing leads by 15%.
- Led website redesign to improve lead conversion by 30% and product clarity including development of microsites for U.S. state law compliance, increasing organic traffic by ~5%

Newmark C&C | Emeryville | Market Researcher & Designer | September 2015 – June 2016

Dreamlight | Virginia Beach | Contract Apparel Designer | April 2015 – September 2015

Peace Corps | Washington, DC | Outreach Coordinator & Designer | March 2012 – February 2015

One World Education | Social & Website Intern | May 2011 – December 2011

Skills

Project Management, Illustration, Animation, Video Editing, Web Design & Development (WordPress, Framer, etc.), Figma, Photoshop, Illustrator, InDesign, Premiere Pro, AfterEffects, Canva, HTML, CSS, WordPress, Google Ads, Email Automation, CRMs (Action Network, NationBuilder, NGP VAN, Airtable), Social Media Planning, AP & Chicago Style Copy Editing, Product Design, User Interaction / User Experience Design (UI/UX), AI Tools (ChatGPT Codex, Claude Code, Framer, etc.) Creative Direction, Screenprinting, Social Scheduling Platforms

Education

Stanford Online | Professional Development Cert. | *XPROD110 Product Management*, 2024

California College of Arts | Professional Development | *EXGRP-1500-01 Communications Design*, 2017

George Washington University | Bachelor of Arts | International Affairs & Business (Asia), Grad. 2013

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VOLUNTEERING

SF Poster Syndicate, Volunteer

2021 - Present

- Collaborate with a non-hierarchical collective of artists to support labor movements, community organizations, and social justice campaigns through public art with work spanning poster design, live screen-printing, mural installation, and creative production for direct actions and community events.

350 Bay Area, Art Team Lead

2022 - 2024

- Led a team of volunteer designers and artists at 350 Bay Area, creating compelling visual communications that supported grassroots climate campaigns, public events, and community outreach.

Climate Justice Spokes Council, Founding Member

2022 - 2024

- Helped establish a climate network collaborating with Bay Area climate organizations to coordinate campaigns, share resources, and plan regional advocacy and direct action initiatives.

Berkeley Climate Emergency Mobilization Task Force, Steering Committee Member

2019 - 2021

- Contribute to a regional coalition working to advance climate justice, environmental policy coordination, and community-centered climate solutions across Bay Area cities through strategic planning, public engagement, and digital communications.

SAMPLE OF SPEAKING ENGAGEMENTS

San Francisco State University Design Department, *Climate Change & Design Seminar*

University of San Francisco, *Intro to Design & Communicating Climate Change*

SF Climate Action Summit, *Designed by Community Workshop*

SF Climate Week, *Climate Designers Launch Panel*

SF Design Week, *Design vs. Climate Change Lead Speaker*

Sonoma Community Art Gallery, *Rise Up! A Poster Call To Action Curator & Speaker*

Languages

English (Native Proficiency + ESL Teaching Certificate)

Spanish (Limited Working Proficiency)

Korean (Beginner Proficiency)