

Creative Graphic Designer & Art Director with over 15 years' experience delivering engaging design across print, digital, and brand environments. Skilled in Adobe Creative Cloud, WordPress, and multimedia production, with a proven ability to craft visually striking campaigns that build connection and drive engagement. Passionate about developing compelling brand stories and collaborating across marketing teams to deliver work seen at international scale. Currently seeking to bring creative leadership and hands-on design expertise to a strong in-house marketing and design team.

## ⚙️ KEY SKILLS

- Adobe Creative Cloud: InDesign, Illustrator, Photoshop, After Effects, Premiere Pro
- PowerPoint presentation development
- CAD and SketchUp visual merchandising and store planning
- Graphic design for print, digital, and social media
- Brand development and storytelling
- Website design and WordPress content management
- Photography and videography direction and editing for campaigns and events
- Visual merchandising and retail display design
- Event, exhibition, packaging, and seasonal campaign design
- Marketing communications for internal and external client briefs
- Organised, proactive, and deadline-driven

## 📁 RELEVANT EXPERIENCE

### **Art Exhibit & Retail Shop Assistant**

Made In Stirling, Stirling, UK | Apr 2025 – Present

- Provides excellent customer support and hospitality to every visitor
- Supports product presentation, visual merchandising, and in-store creative displays
- Collaborates with local artists and designers to promote regional creative work

### **Art Director & Graphic Designer**

Bec Wilson Creative, Charlotte, NC, USA | Jan 2015 – Dec 2024

- Designed multi-channel campaigns for clients including city councils, museums, and resorts
- Produced award-winning creative for print, social, and digital media
- Delivered complete brand development projects from concept through delivery
- Designed tourism, event, and exhibition campaigns with broad public reach
- Managed photography, layout, and WordPress website content for multiple clients

### **Art Director & Senior Graphic Designer**

Rack Room Shoes & Off Broadway Shoe Warehouse, Charlotte, NC, USA | Nov 2011 – Dec 2015

- Led creative direction for national advertising and fundraising campaigns
- Developed brand standards and marketing materials for retail and digital channels
- Produced videos, photography, and digital content for over 400 store locations
- Created award-winning campaigns raising \$1.5M+ annually for non-profit partners

### **Senior Graphic Designer**

Britax Child Safety, Charlotte, NC, USA | Nov 2010 – Nov 2011

- Designed advertising campaigns, product packaging, and retail displays for consumer products
- Directed and edited photoshoots for car seats, strollers, and accessories
- Managed design layout across catalogues, digital ads, and international packaging following brand and industry standards
- Collaborated cross-functionally to ensure brand consistency across all communications

### **Senior Graphic Designer & Marketing Communications Coordinator**

HBF & HBF Textiles, Hickory, NC, USA | May 2006 – Aug 2010

- Designed advertisements, brochures, and trade marketing campaigns for global retail markets
- Managed website content (CMS), email campaigns, and social communications
- Coordinated photoshoots, exhibition graphics, and showroom displays
- Collaborated with sales executives to present bids and requests for bids with numerous clients, including The U.S. Department of State

## 🏆 AWARDS



**PICA Design  
Best of Category Award**  
Rack Room Gives  
Information Kit  
Rack Room Shoes



**PICA Design  
Special Judges Award**  
Shoes That Fit  
Campaign Kit  
Rack Room Shoes



**PICA Design  
Special Judges Award**  
Meeting Planning Kit  
Chetola Resort &  
Conference Center

## 🎓 ACADEMIC & TRAINING HISTORY

**Catawba Valley College, Hickory, North Carolina, USA**

Associate in Applied Science in Commercial Art and Advertising Design Degree  
Higher National Diploma Equivalent

**HOW Design Annual Conference, USA**

Annual Creative and Technical Training for 7 consecutive years of attendance

## 📁 PORTFOLIO

[becwilsoncreative.com](http://becwilsoncreative.com)

## 👤 REFERENCES

References are available from senior industry contacts upon request.