

PROFILE

Creative Graphic Designer with over 10 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 national scale. Currently seeking to bring creative leadership and hands-on design expertise to businesses and foundations in Central Scotland.

KEY SKILLS

- Adobe Creative Cloud (InDesign, Illustrator, Photoshop, After Effects, Premiere Pro)
 - Graphic design for print, digital, and social media
 - Video production and editing for campaigns and events
 - Brand development and storytelling
 - Website design and WordPress content management
 - Photography direction and visual layout
 - Event, exhibition, and seasonal campaign design
 - Organised, proactive, and deadline-driven
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RELEVANT EXPERIENCE

Art Director / Graphic Designer

Bec Wilson Creative | 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, 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, USA | Nov 2010 – Nov 2011

- Designed advertising campaigns, product packaging, and retail displays for global 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 Coordinator

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

- Designed advertisements, brochures, and trade marketing campaigns for retail and commercial markets.
- Managed website content (CMS), email campaigns, and social communications.
- Coordinated photoshoots, exhibition graphics, and showroom displays.

Arts Retail Shop Assistant

Made In Stirling | Apr 2025 – Present

- Supports product presentation, merchandising, and in-store creative displays.
- Collaborates with local artists and designers to promote regional creative work.

AWARDS

Special Judges PICA Design Award

Rack Room Gives Information Kit, Rack Room Shoes

Best of Category PICA Design Award

Shoes That Fit Campaign, Rack Room Shoes

Special Judges PICA Design Award

Chetola Resort & Conference Center Meeting Planning Kit

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 Conference

Annual Creative and Technical Training for 7 consecutive years of attendance

PORTFOLIO

becwilsoncreative.com

REFERENCES

References are available from senior industry contacts upon request.