

# brandon willett

Veteran Creative Lead and Graphic Designer with a 20-plus year track record demonstrating innovative design, consistent direction and leadership, and diverse business experience that continually surpass client expectations.



## software & skills

20+ years experience with Adobe Suite: Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, XD

Proficient in Figma, Air, Visme, G-Suite

Logo Design + Brand Development

Web Design + Usability Best Practices  
UX / UI

Social Media, Digital Marketing

HTML, CSS, Wire-Framing

Concept / Scriptwriting / Storyboarding

Proficient in Video/Motion  
+ photography

Thorough understanding of sound  
creation + editing software

## education

University of North Carolina  
at Charlotte  
BFA with Illustration Concentration  
Minor in Art History

## contact info

BWILLETDESIGN.COM  
BWILLACKERS@GMAIL.COM  
704.502.3389

## work history

### Lead Designer and Acting Creative Director at Stealth Venture Labs

2020 - Present

Lead five-person design team and managed all aspects of the design process. Collaborated with strategists and media team to integrate refined design aspects into high-performing ad styles for multiple clients.

- Collaborated with CD and overhauled client review pipeline, integrated new asset review software and initiated agencies first DAM system. Wrote process for all touch points agency-wide.
- Redesigned Agency website and set in motion agency brand refresh.

### Senior Art Director at Trendline Digital

2020

Creative Team lead for Trendline's climate advocacy platforms. Worked with advocates and organization leads to establish brand and set brand standards, strategize and develop social campaigns and digital presence.

- Lead concepting and creation of awareness campaigns for web and social.
- Designed and built website for Flood Defenders advocacy platform.
- Lead re-branding initiative of flagship brand.

### Digital Design Manager at Belk.com

2017 - 2020

Managed a nine-person design team, oversaw creative direction and all visual content execution for Belk digital properties (site, email, display ads, social media).

- Worked with CMO and GVP on daily site updates and strategic initiatives.
- Ensured through both internal marketing processes and customer-facing experiences aligned with omni initiatives.
- Oversaw re-branding of Belk's digital properties, and user improvements to site.

### Senior Art Director at South Agency

2014 - 2017

Managed a three-person creative team and oversaw all aspects of process, and ensured all deliverables aligned with marketing objectives and client's brand.

- Devised and executed creative strategy across digital media channels for client brands through audience understanding.
- Oversaw all motion graphics, video, and rich media creation.
- Collaborated with CD and writers from concept to script and storyboard.

### Web Design Manager at Lowes.com

2012 - 2014

Managed an eleven-person design team and oversaw all visual content for the Lowes.com homepage, and digital properties.

- Oversaw changes to style guide, branding and promotions, events and homepages. Ensured assets aligned with brand standards, ADA compliance.
- Assisted CitiTech and LDC with CMS transition to Adobe CQ and Scene7. Created process, authorship, asset management process and guided team through CQ transition.
- Worked alongside UX Team, Dev and Marketing teams in updating digital elements and improving the user experience across all Lowes digital properties.

### **Web Production Designer** at [Lowes.com](http://Lowes.com) **2011 - 2012**

Created, managed the visual content of the Lowes.com homepage.

- Worked alongside online promo team, writers, Developers to design and update digital assets ensuring consistency with brand standards and syncs properly with all other aspects of Lowe's advertising media.
- Collaborated with MyLowes team to create branding for online presence.

### **Creative Director** at [AKA Creative / America XL](#) **2011 - 2018**

Established brand identity. Oversaw all creative endeavors and event promotions. Managed and curated Gallery space.

- Oversaw all advertising, curated exhibits, hosted gallery openings.
- Directed design team on promotional materials and social media.
- Assisted direction of video shoots in production and editing.

### **Designer** at [Adventures in Missions](#) **2011 - 2012**

Worked directly with leadership, brand managers, IT and CD to solve new brand identity needs for international missions organization.

- Created branding and style guide for newly launched branch of organization.
- Created maps, catalogs, oversized displays, mailers, newsletters and video.
- Re-branded existing branches of the Adventures organization.

### **Freelance Designer and Illustrator** **2000 - Present**

Creating corporate identity, online media, packaging, point of purchase displays, brochures, post cards, signage etc. for businesses Nationwide.

- Broad understanding of multiple types of output printing, color separation, printers and packaging.
- Designed over fifteen Album packages for musicians and record labels.
- Branding, and digital strategy consultation for numerous national companies.
- Custom illustration for posters, children's books, and Album packaging.

### **Art Instructor** at [Trinity Prep School](#) **2002 - 2009**

Taught Art and was the Adviser for the Yearbook and Design.

- Established course loads and grading expectations.
- Advised potential University Art Majors in portfolio preparation.
- Instructed in principles of Design, Photography, mixed media, basic and advanced painting and drawing skills.
- Managed student staff and all aspects of the school yearbook from concept to communicating with printers and school administration.
- Planned, launched and managed all aspects of Trinity's first trip overseas to Europe, in the Spring of 2009.

### **Digital Color Separator** [CSS](#) **2001 - 2002**

Designed, created, replicated and color-separated fabric patterns for companies such as Gap Inc., Carter's Clothes, Target, Wal-Mart, and Burlington Furniture.

- Utilized Photoshop, Illustrator, and AVA software to design and color separate fabric patterns for upholstery and clothing.
- Operated oversized scanner and printer.

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