



Rebecca Killpack

SENIOR GRAPHIC DESIGNER | BRAND STRATEGIST | DIGITAL & PRINT EXPERT

+801 913 3985

rebeccakillpack7@gmail.com

www.rebeccakillpackdesign.net

PROFILE

Results-driven Senior Graphic Designer with 7+ years creating high-impact digital and print marketing assets across multiple brand systems. Proven expertise in website design, campaign development, publication management, and print production. Skilled at translating complex business objectives into compelling visual narratives that strengthen brand positioning and drive engagement in fast-paced environments.

SKILLS

- > Multi-Brand Portfolio Management
- > A/B Testing
- > Responsive Design
- > SEO Content Writing & Strategy
- > Photo Editing & Retouching
- > Illustration & Custom Graphics
- > Design for Paid Media
- > Social Media Formats
- > Cross-Platform Design
- > Brand Systems & Guidelines Development
- > Visual Communication
- > Creative Direction
- > Typography Systems
- > Layout Design
- > Color Management & Print Specifications
- > Vendor coordination
- > Production-Ready File Preparation
- > Video Editing & Motion Graphics (Basic)
- > Web Design
- > Digital Media Design
- > Project Management

CORE COMPETENCIES

Digital Design:

- > Website Design & Development
- > Landing Pages
- > Email Marketing
- > Social Media Content
- > UX/UI Design
- > Wireframing & Prototyping
- > Presentation Design
- > Campaign Development
- > Paid Media Assets

Print & Production:

- > Publication Design
- > Marketing Collateral
- > Packaging Design
- > Brochures & White Papers
- > Print Vendor Management
- > Production-Ready Files
- > Color Management
- > Event Design
- > Environmental Graphics

Brand Development:

- > Corporate Identity
- > Multi-Brand Systems
- > Visual Storytelling
- > Brand Guidelines
- > Design Systems
- > Logo Design
- > Typography
- > Visual Hierarchy

Technical Proficiency:

- > Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD), Figma, Canva
- > HTML, CSS, JavaScript
- > WordPress, Wix
- > Keynote, PowerPoint, Google Slides

Project Management:

- > Cross-Functional Collaboration
- > Stakeholder Communication
- > Team Leadership
- > Deadline Management
- > Asana, Trello, Basecamp, Slack

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EXPERIENCE

**Lead Graphic Designer
& Copywriter**
March 2022–March 2025

CharityRx
Remote–Miami, FL

- > Designed comprehensive digital marketing campaigns across social media, email, web banners, and promotional materials for multi-brand portfolio, ensuring consistent brand messaging across all touchpoints
- > Built and maintained multiple eCommerce websites using Wix, managing ongoing updates, functionality enhancements, and digital newsletter distribution while developing SEO-optimized WordPress content that increased organic traffic
- > Created custom social media templates and email marketing systems that improved design efficiency by 40% and ensured brand consistency across all marketing channels
- > Produced dynamic presentation materials for stakeholder communications, marketing initiatives, and seasonal product launch campaigns
- > Collaborated with cross-functional marketing and content teams to develop visual concepts that aligned with business objectives and drove user engagement

**Visual Content Designer
& Copy Support**
August 2016–March 2025

Browning
Mountain Green, UT

- > Produced high-impact digital and print assets for international campaigns, including social media content, product launch kits, packaging, advertisements, event branding, environmental graphics, signage, and marketing collateral
- > Established and implemented comprehensive multi-brand design systems, ensuring consistent visual identity across all customer touchpoints and marketing channels for global distribution
- > Led global product packaging standardization initiative that strengthened retail brand identity and improved shelf presence in international markets while preparing production-ready print files to vendor specifications
- > Partnered with product managers and marketing teams to create technical illustrations, UI elements, graphics, and product documentation for global markets
- > Standardized internal and external corporate communications by redesigning forms and documents across multiple departments, ensuring brand consistency and professional presentation

**Publication Manager
& Senior Graphic Designer**
February 2013–July 2016


Huntin' Fool
Cedar City, UT

- > Managed complete design, production, and layout of 80- to 140-page monthly publication, overseeing all visual elements from concept through print production while preparing complex files for multiple vendors
- > Led creative team of designers and copywriters, coordinating workflows and managing tight publishing deadlines in fast-paced production environment
- > Completely redesigned corporate identity system, enhancing brand presence and updating visual standards across all company materials, including marketing collateral, brochures, and promotional pieces
- > Directed branding and marketing strategies, creating cohesive visual storytelling across print and digital platforms with consistent brand messaging
- > Designed advertisements, direct mail campaigns, and marketing materials, ensuring production quality, color accuracy, and deadline adherence


EDUCATION

University of Utah
Professional Certificate, UX/UI Design

Salt Lake Community College
AAS, Graphic Design/Multimedia

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