

# CANON REID WILLBANKS

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## SUMMARY

Senior Graphic Designer with 7+ years of experience executing brand identities, marketing campaigns, and digital experiences that drive sales, enhance brand visibility, and strengthen customer engagement. Skilled at turning ideas into strategic, high-impactful design while guiding projects seamlessly from concept to completion. Adept at aligning creative vision with business objectives, collaborating across teams, and delivering measurable results that move brands forward.

## TECHNICAL SKILLS

**Design Software:** Advanced in Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects) for print, digital, and motion design. Skilled in Figma, Webflow, Elementor, Wordpress, and Shopify for responsive prototypes and production-ready web designs.

**UX/UI Tools & Methods:** Proficient in wireframing, prototyping, user research, and usability testing to create intuitive, user-focused interfaces. Experienced in A/B testing to optimize flows and increase conversions.

**Marketing Tools & Strategy:** Skilled in SEO-driven design, social media campaigns, and email marketing. Experienced in creating multi-channel campaigns with consistent branding and measurable ROI.

**Media Production & Content Development:** Experienced in video editing, motion graphics, and image optimization for digital and print. Advanced in preparing print-ready files and managing vendor production quality.

## PROFESSIONAL EXPERIENCE

### SnackCrate · Creative & UI Designer · April 2025 - Present · Denver

Responsible for designing and executing SnackCrate's new customer subscription experience by updating homepage banner, subscription model, and check out page.

Designed high-impact visuals for website, social media, packaging and email campaigns while maintaining brand consistency that adapted to emerging industry trends.

Collaborated with executive leadership and marketing team to concept and execute promotional website campaigns that improved subscriber retention.

Planned and executed a full-scale photoshoot, managing photography and videography from concept to post-production. Captured and edited high-quality lifestyle content that aligned with brand style, enhancing visual appeal and driving higher engagement across social media, email, and digital ad campaigns.

## **NativeSeed Group · Senior Multimedia Designer · February 2024 - April 2025 · Denver**

Directed the full creative lifecycle for multi-channel marketing campaigns, from concept development and storyboarding to final asset delivery, ensuring all visuals reinforced brand identity and met business objectives.

Designed and produced a wide range of deliverables—including brand guidelines, packaging, social media content, email marketing graphics, website assets, and print collateral—that elevated brand consistency across all companies under the NativeSeed Group.

Applied advanced UX/UI principles to redesign key digital assets, improving site navigation, visual hierarchy, and user flow—resulting in increased engagement and higher conversion rates.

Collaborated closely with marketing and sales teams to create product launch campaigns, integrating targeted visuals, landing pages, and promotional materials that boosted web traffic and lead generation.

Managed multiple projects under tight deadlines, balancing creative quality with strategic alignment to meet brand growth and revenue targets.

## **American Lighting · Creative & UI Designer · October 2022 - February 2024 · Denver**

Directed the BrightLux brand's full creative strategy, developing cohesive packaging designs, retail point-of-purchase displays, and marketing assets for nationwide distribution in Walmart, Home Depot, and Lowe's. Maintained and enforced brand guidelines to ensure visual consistency across all consumer touchpoints.

Designed and implemented wireframes, interactive prototypes, and high-fidelity website assets for American Lighting, Proluxe Lighting, and Prizm Lighting, focusing on improving usability, streamlining navigation, and supporting e-commerce growth initiatives.

Collaborated with product managers, engineers, and sales teams to translate technical product data into visually compelling catalogs, sell sheets, spec sheets, and application imagery, helping sales teams secure high-value B2B accounts.

Produced trade show brochures, booth graphics, and marketing collateral that strengthened brand presence at industry events, directly contributing to new client acquisition and long-term partnerships.

Led the creative direction of targeted seasonal campaigns—integrating digital ads, social media content, and email marketing—which boosted product sales, expanded brand reach, and improved customer engagement metrics.

## **Growl Agency · Creative Designer · September 2020 - October 2022 · Grand Junction**

Served as Lead Social Media Designer, creating platform-specific content strategies, branded templates, and visual campaigns that increased engagement rates and elevated brand awareness for diverse agency clients.

Managed the complete creative lifecycle for branding, packaging, print, and digital campaigns. Starting from discovery and concept development through design, production, and final delivery, ensuring all work aligned with client marketing objectives and KPIs.

Produced integrated, multi-platform ad campaigns (including display, social, and email) that improved click-through rates and delivered measurable ROI, helping clients grow market share and customer loyalty for all brands under Growl Agency.

Collaborated closely with account managers, copywriters, and developers to create unified marketing solutions, often presenting design concepts directly to clients and incorporating feedback to refine creative output.

## **CanonReidDesigns · Freelance Designer · May 2018 - Present · Denver & Remote**

Provide end-to-end design solutions for small businesses, startups, and agencies. Including brand identity, UI/UX design, marketing campaigns, and print collateral.

Partner directly with clients to understand business goals, target audiences, and brand positioning, translating them into strategic, visually impactful designs that drive engagement and sales.

Design and develop responsive websites in Figma and Webflow, integrating best practices for UX, SEO, and mobile performance.

Create comprehensive brand systems including logos, typography, color palettes, and style guides, ensuring consistency across all platforms and touchpoints.

Produce marketing materials such as social media graphics, email campaigns, packaging, and print assets that have helped clients increase brand visibility and attract new customers.

Manage all phases of the creative process independently, from proposals and contracts to design execution and final delivery, consistently meeting deadlines and exceeding client expectations.

## **EDUCATION**

### **Bachelor of Fine Arts, Design & Visual Communications**

Colorado Mesa University – May 2020