

QUINCY HILDRETH

Senior Brand & Visual Designer

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Summary

Senior Brand & Visual Designer with 8+ years of experience building identities and performance-driven digital campaigns for global brands and growing organizations. Combines brand strategy with hands-on execution across identity, CRM, web, and motion. Experienced leading projects from concept through execution and using performance insights to inform creative decisions.

Core Expertise

Brand Identity • Visual Strategy • Art Direction • CRM & Email Design • Digital Campaigns • Design Systems • Motion Design • Performance Optimization • Creative Leadership

Key Achievements

- Design 200+ CRM and lifecycle campaigns annually for Sony Electronics, supporting major launches and cross-category initiatives reaching audiences of 700K+ subscribers.
 - Contributed creative to campaigns achieving CTR results 120%+ above monthly averages and generating up to \$900K+ in click-through purchase revenue tracked through Salesforce Marketing Cloud.
 - Delivered 20+ brand identity systems spanning visual identity, guidelines, messaging, and digital applications across technology, sports, fitness, and financial services.
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Experience

Graphic Designer

Sony Electronics | San Diego, CA | Oct 2023 – Present

- Design 200+ CRM and lifecycle campaigns annually across TV, Audio, Imaging, Gaming, Sports, and emerging categories, supporting product launches, promotions, partnerships, and customer journeys.
- Lead creative from concept through production across responsive email, visual systems, motion/GIFs, and campaign assets, maintaining Sony's global brand standards.
- Apply A/B testing and campaign analytics to optimize hierarchy, CTAs, messaging, and creative treatments, contributing to campaigns achieving CTR 120%+ above monthly averages.
- Contribute creative to campaigns reaching 700K+ subscribers and generating up to \$900K+ in click-through purchase revenue tracked through Salesforce Marketing Cloud.
- Partner across CRM, eCommerce, product, copy, and marketing teams while developing reusable systems and supporting complex creative executions.

Founder & Creative Director

Milky Minds Creative | San Diego, CA | Dec 2023 – Present

- Lead brand strategy, identity, and digital engagements across technology, sports, fitness, financial services, and professional services.
- Develop end-to-end brand systems spanning strategy, visual identity, guidelines, messaging, web, and marketing applications.
- Guide projects from discovery and research through creative direction, presentation, refinement, and implementation.

Graphic Designer

Diablo/Freud Tools | Atlanta, GA | Oct 2022 – Aug 2023

- Designed marketing, retail, and digital assets supporting nationwide product launches and merchandising initiatives.
- Developed campaign concepts and production-ready creative while maintaining consistency across established brand systems.
- Improved project turnaround by 20% through stronger coordination across internal teams, vendors, and retail partners.

Freelance Graphic Designer

Major League Quidditch | Remote | Feb 2020 – Jan 2024

- Developed visual identities and campaign systems for league events and teams across digital, print, merchandise, and social.
- Collaborated with league stakeholders to translate event, sponsorship, and marketing needs into cohesive branded experiences.

Brand Specialist

The Hive Agency | Remote | Sept 2021 – Jan 2022

- Developed visual identities, brand guidelines, and strategic brand systems for agency clients.

Production Artist

Humana | Remote | Jan 2022 – Oct 2022

- Produced 300+ compliant marketing assets across high-volume enterprise production workflows.

Earlier Experience

Lead Graphic Designer — Harvard Chemical | Atlanta, GA | 2018–2019

Graphic Designer — Chuck Wolf Photo Design Bar | Atlanta, GA | 2019–2021

Graphic Designer — Big Frog Custom T-Shirt & More | Cumming, GA | 2017–2018

Graphic Designer — Sai Netcom | Alpharetta, GA | 2016–2017

Skills & Tools

Design: Brand Identity • Visual Strategy • Art Direction • CRM & Email Design • Digital Campaigns • Design Systems • Responsive Design • Motion Design • Typography • UI/UX

Tools: Adobe Photoshop • Illustrator • InDesign • After Effects • Figma • Webflow • HTML/CSS • Salesforce Marketing Cloud

Workflow: A/B Testing • Campaign Analytics • AI-Assisted Creative Workflows