

Gracie



DESIGNER/ILLUSTRATOR

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(818) 614-6208

EDUCATION

BFA Graphic Design
Chapman University ('14)
Art & Presidential Scholarship

SKILLS

Illustration & hand lettering
Logos & branding
Instagram content & planning
E-mail design
Ad design
Photography shot lists
After Effects & motion design.
Video editing in AE.
Working quickly & balancing
multiple projects at a time
Google & Powerpoint Presentations

PROGRAMS

Adobe Creative Suite:
Illustrator, Photoshop, InDesign,
After Effects, Lightroom.

Figma

[Click here](#) for my portfolio.

OWNER & FREELANCE DESIGNER: G WILS ART 2023-Present

Currently running my own full-time freelance business, G Wils Art, utilizing my design, animation, and illustration skills for various companies for print design, logo design, social media, Amazon content, and video editing.

Clients include The Zach Sang Show, Smary Social Media, Caruso, Cure Hydration, Shipshape Studio, Teravans, etc.

SENIOR DESIGNER: SMARTYPANTS VITAMINS (10/2020 - 3/2023)

Created digital ads with motion for all online platforms. Created all email campaigns and flows for SmartyPants subscribers.

Designed and art directed Instagram feed. Curated shot lists and sketched layouts for social photo team.

Illustrated and animated icons for product bottles and videos. Storyboarded and edited together videos for new product launches, sizzle reels, and campaigns.

Conceptualized and designed all assets for several product launches and company rebrand including teaser and launch emails, Amazon A+ and B+ content and animated product videos, printed promotional materials, and instagram content.

FREELANCE DESIGNER: NOTICED AGENCY (5/2022 - 10/2022)

Designed Email campaigns and flows for various brands including Boie, Spongelle, American Shaman, Fink's Jewelers, and Wander Beauty using Figma.

FREELANCE DESIGNER: THE OTHER ART FAIR (2/2020 - 7/2023)

Designed all marketing materials for art fairs across the globe including digital ads, social media content and animated videos, printed event maps and signage.

Increased brand's social following and engagement by introducing motion to nearly every piece of posted event content.

DESIGNER: CARUSO (10/2019 - 10/2020, 2023 freelance)

Created designs for Caruso properties including The Grove, Palisades Village, The Americana at Brand and other Caruso properties.

Created elevated designs for events including emails, printed promotional signage, large scale backdrops and billboards, and large scale OOH screens on the properties.

SENIOR GRAPHIC DESIGNER: CANDY CLUB (4/2019 - 8/2019)

Created candy container labels, subscription box, and retail display designs.

Ran & produced content for all social channels including shooting original photography for daily content.

SENIOR GRAPHIC DESIGNER: LIVESTRONG.COM (3/2016 - 3/2019)

Created graphics for online articles and emails reaching 20M visitors monthly.

Ran @livestrong_com's Instagram account resulting in 16,000+ follower growth.

Creative Director for a fitness conference at the Rose Bowl. Designed all branded assets including installations, stage backdrops, and promotional materials.