



CONTACT

Gracie Wilson
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www.graciewilson.com
Santa Monica, CA

EDUCATION

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

SKILLS

- Illustration
- Logos & Branding
- Hand Lettering
- Instagram
- E-mail Design
- Ad Design
- Deck Design
- Social Content Planning
- Working Quickly

PROGRAMS

- Illustrator
- Photoshop
- InDesign
- Powerpoint
- Lightroom
- Basic knowledge in After Effects & Sketch

DESIGNER

CARUSO (10/2019-PRESENT)

- Created designs for Caruso properties including The Grove, Palisades Village, The Commons at Calabasas, The Americana at Brand, Miramar Beach Resort, and other Caruso properties.
- Conceptualized and created high-end and elevated designs for events on all properties. Designed dedicated emails, printed promotional signage displayed on the properties, instagram stories, and all printed collateral for events including postcards, menus, and signage.

SENIOR GRAPHIC DESIGNER

CANDY CLUB (4/2019-8/2019)

- Created candy cup label, subscription box, and retail display designs to best showcase Candy Club products in retail stores.
- Ran & produced content for all social channels including shooting original photography for daily content and stories.

SENIOR GRAPHIC DESIGNER

LIVESTRONG.COM (3/2016-3/2019)

- Created graphics for Livestrong.com's articles reaching 20M visitors monthly and designed all custom assets for e-mail newsletters.
- Managed @livestrong_com's Instagram account. Designed and captioned curated posts to help grow the account by 16,000 followers.
- Served as Creative Director for a 2,000 attendee fitness conference at the Rose Bowl (8/2018). Designed all branding assets including installations, stage backdrops, promotional, print & web materials.
- Styled and art directed original photography photoshoots including food, lifestyle, and fitness shoots.

FREELANCE GRAPHIC DESIGNER

(2014-PRESENT)

- Currently taking on freelance projects consisting of logo design, book design & children's book illustration, shirt design, custom lettered prints, and mural painting. *Various Clients: Saatchi Art, Hipcamp, Tropare, Flighthouse, Lifeteen, The Oh Hellos*

GRAPHIC DESIGN INTERN

O'NEILL (1/2014-5/2014)

- Assisted in the Women's Apparel department and helped design patterns, textiles, and shirt designs.

GRAPHIC DESIGNER

CHAPMAN UNIVERSITY (2012-2014)

- Produced all marketing materials for The College of Performing Arts and the Student Government Association.