# **BRITTANY** MCCULLERS

***Senior Graphic Designer | Art Direction & Brand Design***

336-995-0000 | brittoknee@gmail.com
linkedin.com/in/brittanymccullers | brittanymccullers.com

## SUMMARY

Multidisciplinary Senior Graphic Designer with 16+ years of experience creating engaging visual solutions across retail marketing, branding, advertising, packaging, print, and environmental design. Skilled in concept development, art direction, and hands-on execution, with a strong understanding of production processes and materials. Experienced collaborating with cross-functional teams and bringing creative ideas to life across digital and physical environments. Founder and Creative Director of a custom design and fabrication studio, combining traditional graphic design expertise with innovative production techniques and craftsmanship.

---

## PROFESSIONAL EXPERIENCE

**Senior Graphic Designer**| Lowes Foods *2020 – Present*

- Develop and execute integrated marketing campaigns across print, direct mail, in-store signage, packaging, digital, email, and social media for a regional grocery retailer with 80+ locations.
- Create engaging visual concepts for seasonal promotions, retail environments, merchandising initiatives, and customer-facing brand experiences.
- Lead creative projects from initial concept and art direction through production and implementation, ensuring brand consistency and high-quality execution.
- Collaborate with marketing, merchandising, operations, and internal stakeholders to translate business objectives into effective visual communications.
- Partner with printers, photographers, and production vendors to execute creative across a variety of mediums while providing creative feedback and production expertise to fellow designers.
- Explore and incorporate AI-assisted creative tools to support concept development, creative problem-solving, and production efficiency.

**Founder & Creative Director** | Pixels and Wood Creative *2013 – Present*

- Founded and grew a multidisciplinary design and fabrication studio specializing in custom signage, environmental graphics, luxury stationery, experiential installations, and branded event experiences.
- Conceptualize, design, and produce custom creative solutions that combine graphic design, dimensional elements, specialty materials, and innovative fabrication techniques.
- Oversee projects from initial creative direction and client collaboration through design, production, fabrication, and installation.
- Create large-scale signage, custom-built displays, branded environments, and personalized event details for clients throughout the Southeast.
- Developed in-house production capabilities including UV printing, laser cutting and engraving, large-format graphics, specialty finishing, and custom fabrication.
- Manage client relationships, project timelines, budgets, and vendor partnerships while balancing creative vision with production requirements.
- Expanded the business from a freelance design practice into a full-service creative studio serving wedding professionals, venues, businesses, and corporate clients.

**Senior Designer** | Liberty Hardware *2017 – 2020*

- Developed branding, packaging, merchandising displays, retail graphics, and marketing materials for nationally distributed home improvement and décor products.
- Created retail marketing and packaging solutions for products sold through Lowe's Home Improvement, Home Depot, Target, Walmart, and other major retailers.
- Collaborated with marketing, merchandising, and product development teams to support product launches, seasonal initiatives, and retail marketing campaigns.
- Provided art direction and hands-on design for product photography, photo styling, renderings, point-of-sale displays, advertising, and digital content.
- Maintained visual consistency across multiple brands, product categories, and customer touchpoints.

**Designer** | The Variable *2014 – 2015*

- Developed integrated marketing and advertising campaigns for regional and national brands, including Lowes Foods and Soffe Activewear.
- Collaborated with creative directors, copywriters, account managers, and clients to develop engaging concepts and visual solutions across print, digital, retail, and advertising channels.
- Designed marketing collateral, promotional campaigns, retail signage, social media content, and consumer-facing brand communications.
- Balanced multiple creative projects and deadlines within a fast-paced agency environment.

**Designer** | Mullen Lowe *2011– 2014*

- Contributed to integrated advertising and marketing campaigns for national and regional brands including Hanes, TRESemmé, Abbott Nutrition, Food Lion, Ulta Beauty, HondaJet, CSX Transportation, Sylvan Learning, Pep Boys, Auntie Anne's Pretzels, CSC, and Sprout.
- Collaborated with creative directors, copywriters, strategists, and account teams to develop concepts and creative executions across print, digital, retail, and experiential channels.
- Designed advertising campaigns, promotional materials, retail graphics, branded communications, and consumer-facing marketing assets, emphasizing conceptual thinking, art direction, and visual storytelling.
- Contributed creative concepts and design work to successful new business pitches, including Ulta Beauty, Pep Boys, Auntie Anne's Pretzels, and Epic Games.

---

## EDUCATION

**The Creative Circus, Design** | 2011

**Lanier Technical College, Printing & Graphics Technology** | 2009

**Georgia State University** | 2007

## SKILLS

Graphic Design • Art Direction • Concept Development • Brand Development • Typography • Print Design & Production • Retail Marketing • Direct Mail • Environmental Graphic Design • In-Store Signage • Packaging Design • Advertising Campaigns • Photography • Photo Styling • Digital Design • Social Media Design • Email Design • Large-Format Printing • Project Management • Creative Collaboration & Mentorship • Vendor Management • AI-Assisted Creative Workflows • Adobe Creative Cloud • Illustrator • InDesign • Photoshop • Lightroom • After Effects • Figma