

BRITTANY MCCULLERS

Senior Graphic Designer | Creative Leader

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SUMMARY

Senior Graphic Designer and creative leader with 16+ years of experience developing marketing, retail, brand, packaging, and environmental design solutions for national brands, regional retailers, and small businesses. Experienced leading projects from concept through production across print, direct mail, in-store signage, advertising, packaging, photography, digital marketing, and social media. Proven ability to manage complex projects, mentor designers, collaborate with cross-functional teams, and deliver creative solutions that support business objectives. Founder of a successful creative studio specializing in custom signage, experiential design, fabrication, and large-format graphics.

PROFESSIONAL EXPERIENCE

Senior Graphic Designer | Lowes Foods

2020 – Present

- Design and produce marketing campaigns across print, direct mail, in-store signage, retail environments, packaging, digital marketing, email, social media, and advertising channels.
- Support marketing initiatives across more than 80 retail locations, developing customer-facing campaigns spanning print, direct mail, in-store signage, digital marketing, and social media.
- Lead projects from concept through production, ensuring consistency, accuracy, and alignment with brand standards.
- Create customer-facing communications including point-of-sale materials, environmental graphics, promotional campaigns, direct mail pieces, packaging, and digital assets.
- Mentor designers by providing creative guidance, production expertise, and feedback that supports professional growth and team development.
- Collaborate with printers, vendors, photographers, developers, and internal stakeholders to ensure successful project execution.
- Help improve creative workflows and implement AI-assisted tools that support concept development, content creation, and production efficiencies.

Founder & Creative Director | PIXELS & WOOD CREATIVE

2013 – Present

- Founded and operate a design, print, and fabrication studio specializing in custom signage, environmental graphics, experiential design, stationery, and branded event experiences.
- Lead all aspects of creative direction, client communication, design, project management, production, fabrication, installation, marketing, and business operations.
- Design and produce large-scale signage systems, environmental graphics, experiential installations, luxury stationery, and custom-branded experiences for clients throughout the Southeast.
- Manage budgets, timelines, vendor relationships, production workflows, and client partnerships from concept through completion.
- Built in-house production capabilities including UV printing, laser fabrication, engraving, large-format graphics, and specialty finishing.
- Successfully grew the business from a freelance design practice into a full-service creative studio serving planners, venues, businesses, and corporate clients.

Senior Designer | Liberty Hardware

2017 – 2020

- Developed strategic branding, packaging, merchandising, retail environment graphics, product photography, renderings, and advertising for nationally distributed consumer products.
- Created retail marketing materials and packaging systems for products sold through Lowe's Home Improvement, Home Depot, Target, and other major retailers.
- Collaborated closely with marketing, product development, and merchandising teams to launch new products and support national retail initiatives.
- Produced photography, product renderings, point-of-sale displays, packaging, and promotional assets from concept through production.
- Maintained brand consistency across multiple product categories and marketing channels.

Designer | The Variable

2014 – 2015

- Developed integrated marketing and advertising campaigns for a variety of regional and national brands, including Lowes Foods and, Softe Activewear
- Collaborated with creative directors, copywriters, account managers, and clients to create print, digital, retail, advertising, and promotional materials that supported brand objectives and business goals.
- Created marketing collateral, advertising campaigns, retail signage, digital content, social media assets, and consumer-facing communications.
- Managed multiple projects simultaneously while balancing creative, business, and client priorities in a fast-paced agency environment.

Designer | Mullen Lowe

2011– 2014

- Worked on integrated marketing and advertising 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, account teams, and clients to develop advertising, print, digital, retail, and promotional campaigns.
- Produced consumer marketing materials, retail promotions, campaign assets, branded communications, and experiential marketing initiatives.
- Contributed to successful new business pitches and client acquisitions, including Ulta Beauty, Pep Boys, Auntie Anne's Pretzels, and Epic Games.
- Built a strong foundation in concept development, campaign execution, brand storytelling, client presentations, and collaborative creative problem solving.

EDUCATION

The Creative Circus, Design | 2011

Lanier Technical College, Printing & Graphics Technology | 2009

Georgia State University Perimeter College | 2007

SKILLS

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