

# Rebecca Killpack

*Senior Graphic Designer | Brand Strategist | UX/UI Expert*

Sandy, UT | rebeccakillpack7@gmail.com | 801-913-3985

LinkedIn: <http://www.linkedin.com/in/rebecca-killpack-uxuidesigner>

Portfolio: [www.uxuirebecca.com](http://www.uxuirebecca.com)

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## Professional Summary

Innovative **Senior Graphic Designer** with extensive experience in **branding, UX/UI design, and digital marketing**. Proven track record of leading creative teams, developing compelling brand identities, and executing high-impact design solutions across **print, web, and digital platforms**. Adept at translating business goals into engaging visual narratives that enhance user experience and drive brand loyalty. Expertise in **Adobe Creative Suite, UX/UI principles, and front-end web design**. Passionate about delivering strategic, user-centric designs that elevate brand presence and market influence.

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## Core Skills & Expertise

- **Graphic Design & Branding:** Corporate identity, logo design, packaging, and visual storytelling
  - **Digital & Print Design:** Websites, landing pages, email marketing, social media content, and publications
  - **UX/UI Design:** User research, wireframing, prototyping, usability testing, and interaction design
  - **Leadership & Strategy:** Creative direction, stakeholder collaboration, and brand positioning
  - **Technical Proficiency:** Adobe Photoshop, Illustrator, InDesign, XD, Figma, Sketch, HTML, CSS, JavaScript, Slack, Asana, Trello, Basecamp
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## Professional Experience

*Lead Graphic Designer & Copywriter*

CharityRx | Remote - Miami, FL | March 2022 – March 2025

- Designed **social media, email campaigns, and website banners** aligned with brand messaging and seasonal promotions.
- **Developed marketing materials** for product launches, collaborating closely with marketing teams.
- **Graphic design** for digital and print marketing assets.

- Led the creative team in developing **brand-aligned marketing materials**, digital assets, and direct mail campaigns.
- Designed and maintained **corporate eCommerce websites** and managed digital newsletters using Wix.
- **Spearheaded content strategy for blogs**, increasing engagement through SEO-driven articles on WordPress.
- **Created content** that aligns with brand identity and messaging.
- **Key Achievement:** Created **custom templates for social media and newsletters**, streamlining branding consistency and efficiency.

#### *Visual Content Designer & Copy Support*

Browning | Mountain Green, UT | August 2016 – March 2022

- **Produced digital and print assets** for global campaigns, including social media, product launch kits, and packaging design.
- **Implemented design systems** to ensure consistent brand voice across marketing touchpoints.
- **Developed visuals** for campaigns, social media, and product launches.
- Designed compelling **product marketing materials, advertisements, and digital assets** for a global audience.
- Developed and maintained **brand consistency across packaging, web, and print materials**.
- Worked closely with marketing and creative teams.
- Collaborated with product managers to create high-impact **illustrations, technical graphics, and UI elements**.
- **Key Achievement:** Standardized **global product packaging**, reinforcing Browning's brand identity in retail markets.

#### *Publication Manager & Senior Graphic Designer*

Huntin' Fool Magazine | Cedar City, UT | February 2013 – July 2016

- Led the end-to-end **design, production, and layout** of **80 to 140-page monthly publication**.
- Directed **branding and marketing strategies**, ensuring cohesive visual storytelling across print and digital platforms.
- **Managed a creative team** of designers and copywriters to meet strict publishing deadlines.
- **Key Achievement:** Redesigned the company's corporate identity, resulting in a **stronger brand presence**.

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## Education & Certifications

**University of Utah** – Professional Certificate, UX/UI Design

**Salt Lake Community College** – AAS, Graphic Design/Multimedia