

Rebecca Killpack

Senior Graphic Designer | Brand Strategist | UX/UI Expert

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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.

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
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PROFESSIONAL EXPERIENCE

Lead Graphic Designer & Copywriter

CharityRx | Miami, FL | March 2022 – March 2025

- 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.
- **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

- Designed compelling **product marketing materials, advertisements, and digital assets** for a global audience.
- Developed and maintained **brand consistency across packaging, web, and print materials**.
- 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 an **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**.

PROJECTS & FREELANCE WORK

UX/UI Designer – Freelance

- **Thero Mobile App:** Designed a **mental health app**, optimizing UX for **user-provider matching** ([Portfolio Link](#)).
 - **People Helping People Non-Profit Redesign:** Led website overhaul to **enhance trust and increase donations** ([Portfolio Link](#)).
 - **Portia Snow Studio E-Commerce:** Created a **user-friendly, high-conversion online store** ([Portfolio Link](#)).
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EDUCATION & CERTIFICATIONS

University of Utah – Professional Certificate, UX/UI Design
Salt Lake Community College – AAS, Graphic Design/Multimedia

TECHNICAL SKILLS

Adobe Photoshop | Illustrator | InDesign | XD | Figma | Sketch | Miro | Trello | HTML & CSS |
WordPress | Wix | Asana