

WHITNEY THERIOT WINEBRENNER

GRAPHIC DESIGNER - whitneywinebrenner.design

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WORK EXPERIENCE

- Weyco Group Inc
- Nunn Bush
2024-2025
Senior Graphic Designer
 - Independently managed projects from ideation through delivery.
 - Balanced multiple projects and deadlines while maintaining exceptional attention to detail.
 - Developed creative concepts and visual storytelling strategies for campaigns.
 - Art directed photo and video shoots.
 - Collaborated with eCommerce team to design promotional campaigns and product launches.
 - Maintained and managed brand consistency across all platforms.
 - Mentored graphic designers.
 - Presented creative concepts to brand and company leadership.
 - Delegated project tasks to internal and external talent.
 - Proactively identified opportunities to elevate brand storytelling through visuals.
- Weyco Group Inc
2021-2024
Graphic Designer
 - Helped maintain brand consistency across all visual assets and assisted with branding projects.
 - Participated in creative brainstorming sessions with the design and marketing teams to develop new concepts and solutions.
 - Assisted in the creation of visual content, such as social media graphics, website assets, and marketing materials.
- Weyco Group Inc
2019-2021
Graphic Design Intern
 - Translated brand direction and marketing initiatives into visual communications.
 - Designed emails, banner ads, website graphics and printed materials.
 - Assisted art directors and producer in preparation for photo shoots.
- Louisiana Credit Union League
2018-2019
Graphic Design Intern
 - Developed creative for print collateral, signage, and web ads.
 - Updated marketing publications quarterly.
 - Worked and designed signage for the 2018 Annual Meeting and Convention.

EDUCATION

- Loyola University - 2020
Bachelor of Design
- Delgado Community College - 2018
A.A.S Visual Communications — Graphic Design

EXPERTISE

- Art Direction
- Adobe Creative Suite
- Web Design
- Communication
- Team Spirit