

WHITNEY WINEBRENNER

senior graphic designer

ABOUT ME

Senior Graphic Designer with 6+ years of experience shaping brand narratives and leading multi-channel campaigns for national consumer brands. Known for a strong eye for detail and a collaborative approach, with expertise in art direction, mentorship, and bringing concepts to life from ideation through execution.

EDUCATION

- **Bachelor of Design**
2020
Loyola University New Orleans
- **Associate of Applied Science (A.A.S.)
Visual Communications—Graphic Design**
2018
Delgado Community College

SKILLS

Art Direction & Visual Storytelling
Brand Identity & Consistency
Campaign & Concept Development
Digital & Print Design
eCommerce & Marketing Design
Adobe Creative Suite
Cross-Functional Collaboration
Project Management

CONTACT

504-450-4364
wtheriot23@gmail.com
whitneywinebrenner.design

EXPERIENCE

Weyco Group, Inc. — Milwaukee, WI

Parent company of heritage footwear brands including Nunn Bush Shoe Company, Stacy Adams, and Florsheim Shoes

■ Senior Graphic Designer 2024 - 2025

- Led creative projects from concept to execution across campaigns, launches, and digital initiatives.
- Developed visual concepts and maintained brand consistency across all touchpoints.
- Art directed photo and video shoots with internal teams and external partners.
- Designed eCommerce and wholesale campaigns that supported growth and conversion goals.
- Mentored designers and managed project workflows.
- Presented creative work to stakeholders and leadership.

■ Graphic Designer 2021 - 2024

- Supported brand consistency across marketing and design assets.
- Designed digital and print materials for campaigns, including social, web, and email.
- Collaborated with design and marketing teams to develop creative concepts and evolve brand visuals.

■ Graphic Design Intern 2019 - 2021

- Translated brand and marketing strategies into effective visual design.
- Designed emails, web graphics, ads, and print collateral.
- Supported art direction and assisted with photo shoot production.

■ Graphic Design Intern - Summer 2019

- Supported production design for digital and print marketing assets.
- Assisted with layout, resizing, and file preparation across multiple brands.
- Worked within brand guidelines in a fast-paced, deadline-driven environment.