

RANDI WILSON

Graphic Designer | Illustrator | Print + Digital

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EXPERIENCE

Graphic Design Specialist at Nashville Symphony

January 2026 - Present

Nashville, TN

- Created the brand identity for 26-27 concert season giving campaign, 80/20 Overture. Deliverables were used across patron touchpoints, including large-scale outdoor banners, email and social media campaigns, and concert presentations.
- Developed and illustrated the visual identity for an annual fundraising event, Spirits of Summer, using AI-enabled tools for inspiration, Procreate, and Adobe Creative Suite.
- Designed interactive experiences, digital and print collateral for concerts and events to increase ticket sales and patron engagement.
- Collaborated with the Social Media Specialist to design graphics for various platforms, including Instagram, TikTok, and Youtube.
- Designed monthly concert booklet by coordinating with musicians, agencies, and other departments to gather content, proofread and edit copy, and collaborate with external printer through approval and production.
- Designed and executed automated email campaigns.

Graphic Design Specialist at Pack Health, Quest Diagnostics

March 2022 - September 2025

Birmingham, AL

- Collaborated with content writers, animators, researchers, and other graphic designers to develop patient-facing visual communications.
- Led concept-to-delivery design for characters and visual assets for the Maternal Health unit, ensuring inclusive & approachable design style.
- Refreshed outdated company illustration style to create a more inclusive visual system and optimize illustrations for animation workflows.
- Designed illustration storyboards and wrote animation descriptions for patient-facing educational videos that translated complex health information into accessible visual narratives.
- Participated in biweekly team meetings to collaborate, present work, exchange feedback, establish realistic timelines, and prioritize completing multiple assignments in a fast-paced environment.

Freelance Graphic Designer at Monarch Mavens

August 2021 - January 2023

Remote

- Designed responsive websites and landing pages for desktop and mobile using Wix and WordPress/Divi.
- Developed digital marketing materials for multiple clients, including social media graphics, booklets, flyers, and presentation templates.
- Optimized website content using SEO best practices to improve search visibility and user accessibility.

Graphic Design Specialist at Birmingham City Schools

June 2018 - March 2022

Birmingham, Alabama

- Collaborated with district leadership and stakeholders to develop a new district logo, brand guidelines, and branded deliverables including badges, stationery, and business cards.
- Provided brand guideline training to non-designers, including use of the logo, colors, and typography. Created templates for easier access to brand standards, and reviewed all district materials to ensure consistency.
- Designed presentations for executive staff and board members using Adobe InDesign, PowerPoint, Google Slides, and Canva.
- Managed the end-to-end production of the district newsletter, including sourcing stories, interviewing stakeholders, and creating the editorial design layout.
- Created, scheduled, and managed visual content for district social media channels.

EDUCATION

Shelley-Whitman Associates

January 2026 - June 2026

Illustration & Graphic Design Educational Intern

University of Alabama at Birmingham

Graduated May 2018

Bachelor of Fine Art, Graphic Design

Birmingham, AL

SKILLS

Technical: Adobe Creative Cloud (Illustrator, InDesign, Photoshop, Acrobat, After Effects, Firefly), Procreate, Canva, Monday.com, Jira, HTML/CSS, Microsoft Suite

Creative: Brand Expression, Visual Identity, Illustration, Typography & Layout, Visual Storytelling, Concept Development, Print & Digital Design, Campaign Design, Presentation Design, Email Design, Social Media Design, Storyboard Creation