

Randi Wilson

GRAPHIC DESIGNER • ILLUSTRATOR

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PROFILE

I'm a thoughtful illustrator and graphic designer with over seven years of in-house agency experience, and 17 years of freelance experience. I'm passionate about turning a vision into visual art.

WORK EXPERIENCE

Graphic Design Specialist, Pack Studios, Pack Health

March 2022 – September 2025

- Collaborated with content writers, graphic designers, animators, researchers, and health advisors to design company quarterly newsletter, patient-facing documents, emails, and more.
- Lead concept-to-delivery design for all characters and asset illustrations for the new Maternal Health unit.
- Refreshed the company's patient-facing illustration style to be more modern and inclusive. Optimized illustrations for animation rigging workflows.
- Designed illustrated storyboards and animation descriptions for patient-facing lesson videos.
- Created company t-shirt designs for the city-wide Corporate Challenge events.
- Attended biweekly team meetings to present work, give/receive feedback, and streamline processes.
- Led department culture initiatives as a Culture Captain, organizing celebrations, support efforts, and team-building outings.

Freelance Graphic Designer, Monarch Mavens

August 2021 – January 2023

- Created mobile and desktop websites and landing pages with Wix editor and Divi WordPress.
- Designed social media graphics.
- Created corporate slide deck templates (Canva, Google Slides, Microsoft PowerPoint and Keynote).
- Optimized content using SEO (Search Engine Optimization) best practices.
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Graphic Design Specialist, Communications Department, Birmingham City Schools

June 2018 – March 2022

- Collaborated to create a new district logo, brand guidelines, and all deliverables (badges, stationery, business cards)
- Provided training to non-designers on how to correctly use branded assets (logos, colors, fonts, layouts). Reviewed all district assets to ensure and maintain brand guidelines. Created branded templates in Adobe Acrobat for use.
- Created, scheduled, and managed all district social media graphics and accounts.
- Photographed and recorded district-wide events, managed professional photoshoots for the Superintendent.
- Managed end-to-end production of the company newsletter: sourced stories, interviewed sources, and executed all design and layout.
- Designed presentations for executive staff (PowerPoint, Google Slides, Adobe InDesign, Canva).
- Wrote and recorded commercials for superintendent and executive staff.

EDUCATION

University of Alabama at Birmingham

2014-2018

Bachelor of Arts (BA), Art, Graphic Design Focus

Minor: Pre-Occupational Therapy

SKILLS

Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Adobe XD, Adobe Acrobat, Adobe After Effects, Branding, Brand Identity, Digital Illustration, Procreate, Adobe Fresco, Microsoft Office (PowerPoint, Excel, Microsoft Word), Keynote, Collaboration, Hyperrealistic Drawing & Painting, Photography, Storyboard Creation, File Archiving, Printing & Prepress, Social Media (TikTok, Youtube, Instagram, X, Facebook), Google Docs, Divi Wordpress, Wix Website Builder, Google Forms, Google Slides, Canva, Typography, Color Theory, Layout, Commercial Writing, Visual Studio Code (Basic HTML), Web Design, Figma, Asana, Monday.com, Jira