

D'ARCY WUERDEMAN

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EXPERIENCE

REMOTE, USA

OCT 2021 - PRESENT

BURST.USA

GRAPHIC DESIGNER

- Led the design for BURST's newest toothbrush launch in which I developed the overall look and feel for illustration and motion design while working alongside the UX and product team. This fresh new take on a sonic toothbrush incorporates 10+ animated modes which I designed to transition seamlessly.
- Played a key role alongside the Design Director to expand our in-house creative to better encompass modern design trends while keeping BURST's branding unique from its competitors. This includes all of the umbrella BURST brands and product launches such as BURSTkids, BURSTkids x CocoMelon, BURST Cosmetics, and Limited Edition Berry and Lavender Sonic Toothbrush.
- Designed and collaborated with the marketing team to develop new creative assets such as social media, paid social, email, and print that boosted BURST's DTC and third party retail sales by researching BURST's KPI's and marketing for their target audience.
- Developed and iterate the creative for BURST's third party retailers such as Amazon, McCauley Ireland, Walmart, Bed Bath and Beyond, and more.

REMOTE, USA

JAN 2019 - OCT 2021

FREELANCE

ART DIRECTOR/CREATIVE LEAD

- Led the creative as an Art Director for Children's Media Association. The scope of this project was a full rebrand that consisted of a style-guide and a catalogue of templated designs, illustrations, and iconography that their in-house designers would be able to use for future design work.
- Conceptualized and designed brand identity for 100+ diverse clients including financial advisors, retailers, wineries, children's media, nationwide television producers, and motorcycle manufacturers. Many of these brands have gone on to become repeat clients.
- Designed and illustrated logos, branding, signage, iconography, pitch decks, marketing collateral, web comps, and infographics.
- Established trust with clients through actively listening to design challenges, creating strong proposals, and delivering material in a timely manner.

BIRMINGHAM, AL

NOV 2015 - JAN 2019

YELLOWHAMMER CREATIVE

GRAPHIC DESIGNER AND PRINT MANAGER

- Created print and marketing assets for clients such as Alabama Theatre, Freshwater Land Trust, and WBHM.
- Designed print material and stationery for Yellowhammer Retail while collaborating with the owners to ensure brand integrity.
- Oversaw and refined production by establishing an efficient schedule that maintained employee collaboration and communication on all projects.

EDUCATION

LINCOLN, NE

AUG 2008 - DEC 2012

UNIVERSITY OF NEBRASKA - LINCOLN

BFA IN GRAPHIC DESIGN AND PRINTMAKING

- Competed and trained 40+ hours a week as an NCAA Division 1 athlete for the University of Nebraska Swimming and Diving Team

SKILLS:

Creative / Art Direction

Adobe CC

Illustration

Motion Design/

After Effects

Email Design

Brand Identity

Social Media +

Content Creation

Project Management

Collaboration

Adaptability

Creative Thinking

Graphic Apparel +

Production

Basic Shopify

Basic HTML/CSS

Responsive /

Mobile First Web Design

Powerpoint Design

Video Editing

Project Management System