



Bex Wulf

she|her

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TOOLS

- ★ Photoshop
- ★ Illustrator
- ★ Indesign
- ★ XD/Figma
- ★ Adobe Suite
- ★ Keynote
- ★ Microsoft PPT

SKILLS

Branding, Illustration,
Organization, Detail-Oriented,
Quick, Digital Marketing
Campaigns, Print,
Presentation design

HOBBIES

Painting, Drawing, Video
Games, Aquascaping,
Gardening, Cinema: Art
House, Science Fiction,
and Fantasy

EDUCATION

BFA Graphic Design
University of Missouri St Louis
May 2013

EXPERIENCE

Senior Art Director, CPG

St Louis, MO / Jun 2022–Present

- Design Request for Proposal (RFP) presentations for with our sales team in order to win more experiential business. We won major clients such as...
 - **iConnections:** Created branding and putting on one of the largest gatherings for alternative investment professionals that includes distinguished speakers.
 - **L'Oréal Dermatological Beauty:** Created branding for their annual meeting of their global teams. Worked closely with a multitude of producers to create assets in a timely fashion.
 - **Lazydays RV:** Sales deck I designed influenced the look and vibe of their largest airstream dealership launch. Our success led to a few events a year with Client.

Senior Art Director, Fort West

Lake Oswego, OR / Jul 2022–Mar 2023

- Created a meaningful identity and unique story for a new hi end spirits brand, **HIGHLINE SPIRITS**, with a creative director, writer, and strategist. Created and illustrated the brand logo, eight unique icons for each spirit, collaborated on the brand guidelines and influenced the bottle labels. Client had a very successful launch with an identity that fit their style and mission. HS has active social media and continues to win attention/awards for the quality product, and they opened a bar in Michigan.
- Assisted with the steady flow of Business-to-Consumer printed work for **Providence Health Plan**, the third largest non-profit health system, that included mall kiosks, brochures, and direct mailers. I assisted completing the brand guidelines, and helped the team roll out a more cohesive brand identity.

Senior Art Director, Paradowski

St Louis, MO / Jan 2020–Jul 2022

- Progressed the look and feel of **Climate Fieldview**, a Bayer digital farming platform. Created a library of contemporary illustrations and icons which other jr. designers on team could use and adhere to. Created print campaigns, blog post, social, and emails with illustrations and animated gifs that had more approachability and saw more clicks. Helped revive their social presence on Instagram. Influenced how jr. members of team create assets for brand.
- Assisted art directing a part of an immersive AR experience for an **Adidas** and Candace Sky partnership for her new line of shoes. Helped concept and design three-dimensional "card story" scenes with a 3D designer using design assets from our partnership with Hovers Over Water studio. Overall the experience had 276 unique sessions with celebrities/influencers.
- Conceptualized a story and brand identity around a **new cannabis product, Nightengale**. Co-wrote the brand story with a writer. After much deliberation, Client chose another direction and are saving this identity for a future cannabis product launch.

Art Director, 160over90

St Louis, MO / Jul 2018–Jan 2020

- Drove the successful launch of **The Glenlivet 14 Year Old Single Malt Scotch Whisky at NYFW** with The Drop Shop initiative. This airstream features a curated tasting experience, exclusive style drops in collaboration with Prabal Gurung, Don C, and Stephen Malbon, and a custom T-shirt creation station showcasing my designed icons. Collaborated closely with my creative director, producers, and 3D designers to meticulously customize the airstream, ensuring a memorable and immersive brand introduction. 2020 Ex Award Winner for Best Multi-Market Event Category, 7000 social media conversations, and 950% over client benchmark!

Art Director, HLK

St Louis, MO / Mar 2017–Jul 2018

- Storyboarded, illustrated, and art directed case study videos for **WWT's software technology company, Asynchrony Labs**. Videos explained in depth software information in a presentation format for their internal sales teams. External facing versions were also created.
- Designed landing pages, blogs, banner ads, and social media for **Bayer Seed Brands**

Art Director, New Honor Society

St Louis, MO / Mar 2014–Mar 2017

- Helped rebrand and give a progressive voice to **Logitech Gaming** in a very crucial and tumultuous time for gaming and game journalism. Created Key Art for G with a creative director and two writers. Assisted in a photo and video shoot declaring G's new mantra to Play More. Key Art was created in less than 24 hours after the off-site shoot. Campaign elements included social, landing pages, and digital banners. Continued to give my own voice as a female gamer to the Client work. Campaign was successful and has highly influenced their modern day work featuring more photography of gamers playing. Logitech is no longer a dinosaur competitor in gaming peripherals.