



CARL S. WILSON

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### I BELIEVE

Every interaction, whether with people, places, objects, or information, is a unique experience.

The job of the designer is to make life better through strategically understanding, creating, and improving these experiences.



### I'M GOOD AT

- + Innovative concept generation
- + Strategic brand development
- + Multi-disciplinary creative direction
- + Leading ideas to implementation
- + Root-cause analysis
- + Experience design (UX/UI)
- + Cross-channel marketing campaigns
- + Concept ideation & visualization
- + Product & packaging design

### EXPERIENCE

**DIRECTOR OF CREATIVE STRATEGY** ADVENTURES IN MISSIONS 09/2012-03/2014

I led a \$20 million non-profit in turning values, beliefs, goals, and ideas into actionable solutions. This included finding progressive opportunities for innovation on all levels as well as building and championing brand through identity, communication, and culture.

As a leading member of our in-house marketing team, I focused on increasing brand awareness, participation (sales), and quality of customer experience for 12 unique program offerings. I also coached a creative team of 10+ videographers, photographers, graphic designers, and web developers. More than just concepts or brand identity standards, I helped develop the team's creative capacity, pushing them to look beyond their current capabilities and challenging them to new levels of excellence.

- + Planned 13 multi-platform campaigns
- + Increased design capacity by 200%
- + Program re-brand led to 42% growth
- + Creative direction for 22 videos
- + Built 14+ brand identity standards
- + 100s of print and web projects
- + Refined workflow to improve efficiency by 150%
- + Created first-ever annual catalog

**ART/CREATIVE DIRECTOR** ADVENTURES IN MISSIONS 02/2012-09/2012

Systematically raised level of design quality and consistency while strengthening brand equity and architecture. Led ideation, conceptualizing, and presentation meetings. Produced and oversaw production of more than 500 print, digital, video, and web elements. Directed an external team of 7 freelance designers and an internal team of more than 10 copywriters.

**INNOVATION DESIGN MANAGER** ADVENTURES IN MISSIONS 02/2011-02/2012

Worked collaboratively with C-level executives to build a new program from the ground up in a fast-paced, startup environment. Responsible for business plan, visual identity, building website, creating content, establishing contact management system, and communication strategy. The success of this program has spun off two additional programs.

**INTERNATIONAL MISSIONARY** THE WORLD RACE 01/2010-11/2010

Put my career on hold for a year while serving as a missionary overseas. Traveled to 11 countries in 11 months, working with a variety of local ministries and non-profits along the way.

**FREELANCE DESIGNER** 10/2006-12/2009

**DESIGN INTERN** INFORETAIL (now InReality) 04/2008-08/2008

Quickly added value at a mid-sized design firm specializing in point-of-purchase, showroom, and trade-show displays. Worked on more than 30 projects for clients that included The Home Depot, Tempur-Pedic, Transport Solutions of America, and TAL Insight.

### TOOLS

- Illustrator
- Indesign
- Photoshop
- Lightroom
- AfterEffects
- Dreamweaver
- HTML
- CSS
- Copywriting
- Content Marketing
- Pens & Markers
- Brain

### EDUCATION

**Georgia Institute of Technology**

B.S. Industrial Design

Aug. 2005-May 2009

3.3 gpa (cum laude)

### I ALSO

- have a fiancée
- coach lacrosse
- play guitar
- cook
- love candy
- suck at video games
- write a blog

### PORTFOLIO

available online at [carlswilson.com](http://carlswilson.com)