

TRISHA MUNNS

CREATIVE DIRECTOR | SENIOR GRAPHIC
DESIGNER | BRAND & MARKETING CREATIVE

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PERSONAL PROFILE

Creative and design professional with 10+ years of experience spanning graphic design, creative direction, brand development, marketing, digital and print campaigns, packaging, photography, ecommerce, and production. Progressed from Graphic Designer/Production Artist to Creative Director during an 11-year career with RST Brands, combining hands-on design expertise with creative leadership, project management, and cross-functional collaboration. Experienced leading high-volume creative initiatives from concept through production while partnering with marketing, ecommerce, product, sales, photographers, vendors, and external partners. Versatile, highly organized, and comfortable working across both strategic creative leadership and hands-on execution.

EDUCATION

Bachelor of Fine Arts | Visual Communications | Weber State University | 2010-2012

CORE SKILLS

Creative Direction & Art Direction	Campaign Development	Project & Workflow Management
Graphic Design & Visual Communication	Packaging & Production Design	Team Leadership & Cross-Collaboration
Brand Identity & Brand Systems	Photography Direction & Image Editing	Copywriting & Messaging
Digital & Print Marketing	Web, Email & Ecommerce Creative	Events & Experiential Creative

PROFESSIONAL EXPERIENCE

CREATIVE DIRECTOR

RST Brands | Flow Wall - Surya 2022-2025

- Led creative direction and execution across brand, digital, print, ecommerce, retail, product launches, photography, events, packaging, and marketing campaigns.
- Directed day-to-day creative operations while remaining highly hands-on in concepting, design, art direction, production, review, and final release.
- Developed and maintained brand guidelines, visual systems, campaign creative, and messaging to ensure consistency across consumer and trade touchpoints.
- Partnered cross-functionally with marketing, ecommerce, product, sales, photographers, vendors, and external partners to translate business objectives into effective creative.
- Directed product and lifestyle photography from concept and styling through shot planning, image selection, retouching, and final asset preparation.
- Managed multiple concurrent projects, shifting priorities, production schedules, and tight deadlines while maintaining creative quality and accuracy.
- Provided creative leadership, feedback, and direction while coordinating internal and external creative resources.

ART & DESIGN MANAGER | CREATIVE MARKETING LEAD CONTINUED...

RST Brands | Flow Wall 2021 - 2022

- Designed and art directed high-volume creative across digital campaigns, email, ecommerce, social media, product launches, events, retail, and print.
- Translated creative briefs and marketing objectives into channel-specific concepts, imagery, layouts, messaging, and production-ready assets.
- Partnered with marketing, ecommerce, product, sales, and production teams to identify creative needs, coordinate deliverables, and maintain consistent brand storytelling across channels.
- Managed day-to-day creative workflows, priorities, and deadlines while remaining hands-on in the development and execution of priority projects.
- Reviewed creative for accuracy, visual quality, brand consistency, messaging, and production requirements prior to release.
- Supported campaign planning and execution from initial concept through final delivery, coordinating creative assets across multiple marketing channels.

SENIOR GRAPHIC DESIGNER | MARKETING CREATIVE

RST Brands | Flow Wall 2020 - 2021

- Created high-volume visual content across web, digital marketing, email, ecommerce, social media, product launches, presentations, events, and promotional campaigns.
- Developed brand-consistent creative using typography, composition, imagery, color, and visual storytelling across recurring and campaign-based initiatives.
- Collaborated with marketing, ecommerce, product, production, and external partners to translate campaign needs and audience messaging into polished creative solutions.
- Supported photography and image production through concepting, image selection, retouching, compositing, and final digital asset preparation.

GRAPHIC DESIGNER | PRODUCTION ARTIST

RST Brands | Flow Wall 2015 - 2020

- Designed and produced brand-consistent creative across web, email, social media, digital campaigns, catalogs, retail, events, packaging, and promotional marketing.
- Supported campaign and product photography through concepting, styling, image selection, retouching, compositing, and creative asset preparation.
- Adapted national retail advertising, packaging, and marketing content for English, French, and Spanish audiences while maintaining brand consistency, messaging, and production requirements.
- Managed high volumes of concurrent assignments while maintaining organized assets, tight deadlines, accuracy, and consistent brand execution.

TOOLS & CAPABILITIES

Creative & Digital Tools

Adobe Photoshop, Illustrator, InDesign; Lightroom; Premiere; Figma; Canva; Sprout Social; Wix/CMS; PowerPoint; Keynote; Microsoft Office; Google Workspace; Workflow Software

Creative Capabilities

Creative direction; art direction; graphic design; brand development & visual systems; digital & print marketing; campaign concepting; packaging & production; photography direction & support; image retouching & compositing; ecommerce & email creative; web design; event & experiential creative; creative project management

SELECTED STRENGTHS

Creative Leadership | Art Direction | Visual Design | Brand Development | Creative Concepting | Production Expertise
Photography Direction | Cross-Functional Collaboration | Project Management | Problem Solving | Deadline Management