

TRISHA MUNNS

BRAND & DESIGN LEAD

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PERSONAL PROFILE

Senior graphic designer and creative lead with 8+ years of experience building consumer-facing brands across ecommerce, retail, packaging, and experiential marketing. Skilled in translating brand identity into cohesive packaging systems, digital campaigns, retail displays, and visually engaging customer experiences. Experienced managing projects from concept through production, including print execution, vendor coordination, and production-ready file preparation. Passionate about translating brand strategy into visually compelling customer experiences across retail, ecommerce, packaging, and experiential touchpoints.

EDUCATION

Bachelor of Fine Arts

Visual Communications | Weber State University | 2010-2012

CREATIVE DIRECTOR

RST Brands | Flow Wall - Surya 2022-2025

- Led visual direction and execution across ecommerce, retail, print, and experiential brand campaigns.
- Directed multidisciplinary creative teams and external collaborators across photo, video, digital, and production design.
- Developed cohesive brand systems and customer-facing creative that strengthened brand identity across physical and digital touchpoints.
- Oversaw concept development through final production, ensuring high-quality execution across campaigns, retail experiences, and branded environments.
- Partnered cross-functionally with leadership, marketing, and production teams in a fast-paced ecommerce environment.

ART & DESIGN MANAGER | CREATIVE MARKETING LEAD

RST Brands | Flow Wall 2021-2022

- Led creative production and visual execution across ecommerce, retail, packaging, print collateral, and digital marketing channels.
- Oversaw brand consistency across consumer-facing touchpoints, including product launches, retail displays, packaging assets, and campaign materials.
- Directed production workflows from concept through final delivery, coordinating with print vendors and production partners to ensure high-quality execution.
- Managed and mentored designers while maintaining visual quality, efficiency, and alignment with brand standards.
- Collaborated cross-functionally with leadership, marketing, and production teams to develop cohesive brand experiences across physical and digital environments.
- Supported fast-turnaround creative initiatives in a high-growth ecommerce environment.

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SENIOR GRAPHIC DESIGNER | MARKETING CREATIVE

RST Brands | Flow Wall 2020 - 2021

- Designed multi-channel creative assets across ecommerce, email, web, retail, social media, and product marketing campaigns.
- Developed digital and print assets supporting product launches, retail merchandising, and customer acquisition initiatives.
- Created cohesive visual systems that strengthened brand identity across consumer touchpoints and improved campaign consistency.
- Produced production-ready artwork and collaborated with internal teams and external vendors to ensure accurate print and packaging execution.
- Contributed to ecommerce website redesigns, including homepage layouts, landing pages, and promotional campaigns focused on customer engagement and conversion.

GRAPHIC DESIGNER | PRODUCTION ARTIST

RST Brands | Flow Wall 2015 - 2020

- Designed print and digital marketing materials including brochures, catalogs, retail graphics, promotional campaigns, and ecommerce assets.
- Prepared production-ready files with strong attention to typography, layout accuracy, color consistency, and print specifications.
- Collaborated with print vendors and production partners to ensure high-quality execution across packaging, retail, and marketing materials.
- Supported product photography and campaign production through styling, retouching, and creative asset preparation.
- Managed multiple creative projects simultaneously in a fast-paced retail and ecommerce environment while maintaining strong visual consistency.

SKILLS

Adobe Creative Suite
Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Figma
Packaging Design
Print Production

Production-Ready Files
Die Line Layouts
Vendor Coordination
Brand Identity Systems
Ecommerce Creative
Retail & Ecommerce Design
Campaign Development

Product Launch Creative
Art Direction
DTC Marketing
Visual Storytelling
Social Media Campaigns
Retail Displays
Experiential Marketing

Digital & Print Design
Creative Leadership
Audience Engagement
Event Marketing
Photo Retouching
UX/UI Design
Visual Communication