MORGAN BARRETT

GRAPHIC DESIGN

EXPERIENCE

35 Capital | Chicago, IL

Graphic Designer

Feb. 2025 – Present

- Drove design for product launches across packaging, retail, digital, and experiential assets, supporting go-to-market execution across a multi-brand sporting goods portfolio
- Designed integrated campaign assets across DTC, retail, and brand channels, contributing to engagement and conversion goals
- Created production-ready packaging, product, and large-format event files, partnering cross-functionally to bring launches from concept through execution

Cresco Labs | Chicago, IL

Graphic Designer (Contracted)

Sep. 2024 – Dec. 2024

- Designed weekly promotional assets across digital channels for Sunnyside Dispensaries nationwide, supporting high-volume retail campaigns

Miller Creative | Chicago, IL

Jr. Graphic Designer

Sep. 2022 – June 2024

- Executed branded e-learning content for United Airlines internal teams, ensuring consistency across enterprise-level communications
- Crafted branded web and social content to support Miller Creative's digital presence

Crooked Cards | Chicago, IL (Remote)

Graphic Design Intern

May 2021 – Aug. 2021

- Drafted content, illustrations and digital mock-ups for humorous greeting cards

Self-Employed | Chicago, IL

Freelance Graphic Designer

May 2022 – March 2025

- Designed marketing and branding assets for small businesses in the beverage and spirits industry across print and digital, supporting brand development and market positioning

EDUCATION

The University of Colorado Boulder | Boulder, CO

Aug. 2018 – May 2022

Bachelor of Environmental Design (B.EnvD)
Major: Environmental Product Design
Minor: Creative Technology & Design

TECHNICAL SKILLS

- Adobe Creative Suite (Illustrator, Photoshop, InDesign)
- Production & Prepress
- Retail & Environmental Graphics
- Figma
- Basic 3D Modeling & Rendering

CORE SKILLS

- Product & Packaging Design
- Brand Systems & Visual Identity
- Go-to-Market Creative
- Production Workflows
- Cross-Functional Collaboration