

# MORGAN BARRETT

GRAPHIC DESIGN

## EXPERIENCE

### 35 Capital | Chicago, IL Graphic Designer

Feb. 2025 – Present

- Drove design for product launches across packaging, digital, and retail for a multi-brand sporting goods portfolio
- Designed email campaigns supporting DTC growth and engagement
- Developed production-ready packaging and product files, collaborating cross-functionally to bring products to market

### 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

- Built e-learning content for United Airlines, simplifying complex information for enterprise-wide internal communications
- Designed ongoing branded content across web and social, reinforcing visual consistency across digital touchpoints

### 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

- Produced print and digital marketing materials for small businesses, with experience across CPG brands

## 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
- Email Design & Marketing (Mailchimp, A/B Testing)

## CORE SKILLS

- Brand Systems & Visual Identity
- Campaign Development & Launch Strategy
- Product & Packaging Design
- Email & Lifecycle Marketing
- Cross-Functional Collaboration