

# MORGAN BARRETT

GRAPHIC DESIGN

Chicago, IL  
**heymb.design**  
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## EXPERIENCE

### 35 Capital | Chicago, IL Graphic Designer

Feb. 2025 – Present

- Drove design for product launches across packaging, digital, and retail assets, supporting go-to-market execution across a multi-brand private equity portfolio
- Designed email campaigns contributing to ~25% of DTC revenue, driving engagement and conversions
- Created production-ready packaging and product files, partnering cross-functionally to bring launches from concept to market across retail, DTC, and campaign rollouts

### 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 web and social content

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

## CORE SKILLS

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