

# summer

## SUMMER WOODWARD MULTIDISCIPLINARY ACD

summerwoodward.com



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in/summerwoodward



### technical proficiency

13+ YEARS

Adobe Suite  
Microsoft Office Suite  
Apple iWork

4+ YEARS

Figma

1+ YEARS

MidJourney, ChatGPT, Dall-E

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### education

CHAPMAN UNIVERSITY  
BFA in Graphic Design

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### awards

2022

(10) TELLY AWARDS  
(12) COMMUNICATOR AWARDS  
(10) MUSE AWARDS • GOLD & PLATINUM  
CUNA • DIAMOND AWARD  
Valley Strong, The Strong in All of Us anthem

2018

GD USA AWARDS  
Color Me Hungry Dining Gift Set  
CleanSqueeze Squirts Social Post

2017

GD USA AWARDS  
Munchkin Milkmakers Packaging  
Munchkin Valentine's Social Post  
Grassfed Subscription Box

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### references

AVAILABLE UPON REQUEST

### art director • meaningful works

NOVEMBER 2020-PRESENT

### sr. designer • meaningful works

OCTOBER 2019-NOVEMBER 2020

Clients include The 99 Cents Only Stores, N!CK'S, Minecraft, Valley Strong Credit Union, Lucid Hearing, and The Raley's Companies.

Manage teams of graphic designers and interns on a daily basis. Creative direct high budget commercial and photoshoots for regional and national ad campaigns including creative conceptualization, shotlist development and on-set art direction - working closely with pre and post production teams. Capture, retouch and export product photography.

Strategize and design brand identities and positioning, holistic social media and OOH campaigns, in-store signage, etc. for a variety of national clients. Integral to the success of the N!CK's and Minecraft collaboration - leading to 2x the best sales day on nicks.com through paid social and press creative.

### art director • happiest baby

JULY 2019-OCTOBER 2019

Responsible for producing and managing creative including tutorial videos, web imagery, social media campaigns, and email marketing. Managed a team of in-house designers, videographer and editors.

### sr. designer & copywriter • munchkin

JULY 2018-JULY 2019

### graphic designer & copywriter • munchkin

JUNE 2015-JULY 2018

Managed a small team of in-house packaging production designers and interns, working closely with the Chief Brand Officer. Art directed high budget, \$100k+ lifestyle and flatlay photography including conceptualization, shot list development and on-set direction.

Designed product packaging for over 50 global SKU's, brand guidelines for sub-brands — including the #1 selling lactation cookie brand in the market, Munchkin Milkmakers — high visibility in-store retail displays (Target, Babies R'Us, buy buy Baby), social media and email marketing.

Copywrote for ad campaigns, packaging, email marketing & social media.

### freelance & volunteer experience

2011-PRESENT

Clients include This Saves Lives, Rebel Girls, YouTube, Muscle Pharm, Locale Magazine, Sound N Vision Foundation, Child Creativity Lab and more. Details available upon request.

### graphic artist • laureltree promotions

JUNE 2013-MARCH 2015

Designed promotional materials including business cards, brochures, flyers, calendars, etc. Prepared print-ready files and communicated with printers and vendors on a daily basis.