

GRAPHIC DESIGNER

APRIL WHEELER

CREATIVE & TECHNICAL MASTERY | OPERATIONAL EXCELLENCE | HIGH-TOUCH RELATIONSHIP MANAGEMENT

DETAILS

Targeting Greater Seattle Area
Relocating Independently

(707) 498-3115

april@akwarts.com

PORTFOLIO

akwarts.com

TECHNICAL SKILLS

Adobe Creative Suite
(Photoshop, Illustrator, InDesign,
Acrobat Pro, Dreamweaver)
Microsoft 365
(Word, Excel, PowerPoint, Publisher,
Outlook, Teams)
High-Volume Print Production &
Wide-Format Printing
Mail Merge & Document Automation
Cloud-Based Collaboration Tools
Data Entry
Digital Asset Management

PROFICIENCIES

Graphic Design
Design Fundamentals
Typography
Social Media Design
Content Creation
Copywriting
Project Research
Verbal & Written Communication
Cross-Functional Collaboration
Diversity, Equity, and Inclusion
Quality Control
Problem-Solving
Multitasking
High Technical Aptitude
Continuous Learning

PROFILE

Creative graphic designer with 12+ years of experience in marketing, print production, and event promotion with a proven ability to exceed expectations. Adept at leveraging industry-standard design tools to deliver high-impact visual solutions, consistently producing quality work that aligns with strategic business goals. Initiative-taker and self-starter with high attention to detail and a keen eye for aesthetics. Delivers consistent, high-quality output in challenging environments while adapting quickly to new tools, systems, and requirements. Recognized for methodically improving workflow efficiency, reducing production errors, and supporting cross-functional teams through structured coordination and execution. Enthusiastic about contributing to a mission-driven organization in a full-time role where I can make a meaningful difference. ***Relocating from California to Washington in July 2026.***

PROFESSIONAL EXPERIENCE

GRAPHIC DESIGNER & PRINT PRODUCTION SPECIALIST

SHN Consulting / DelReka Distributing / Pacific Outfitters
March 2013 – Current

In-house graphic designer creating multi-channel graphics and other visual assets across print, digital, and large-format platforms, supporting marketing campaigns and brand communication. Managed end-to-end creative and production workflows. Wrote slogans and ad-copy for signage, publications, and social media. Operated industrial printing and finishing equipment while coordinating timelines to meet delivery expectations. Collaborated with internal teams and external partners to translate concepts into high-quality deliverables aligned with brand standards. Responsible for every aspect of project from concept to completion.

- Designed visually compelling graphics ensuring clear brand identity and campaign messaging.
- Delivered high-quality design and print projects by managing concurrent workflows and consistently meeting deadlines.
- Attended campaign kickoff meetings and creative briefings to assist in developing themes, concepts, slogans, and visuals.
- Lead teams of 3 to 5. Scheduled check-ins, trained, mentored, and proofed work. Responsible for final product, submission deadlines, and client satisfaction.
- Print Production: Used high-volume laser printers, large format plotters, guillotines, trimmers, laminators, and cutting tables. Maintained inventory, ordered supplies, and performed basic equipment troubleshooting.

ADDITIONAL PROFESSIONAL EXPERIENCE

BRAND AMBASSADOR

DelReka Distributing / Yelp / Xing Tea / Purity Organic

Jan 2011 — Jan 2022

Represented brands across events, festivals, and retail activations, engaging audiences through direct interaction and product promotion. Coordinated booth setup, merchandising, and live demonstrations to attract and retain customer interest. Collected market feedback and supported campaign initiatives to strengthen brand positioning. Collaborated with teams to execute outreach strategies across multiple locations and high-traffic environments.

- Generated 300–500 sign-ups per event by engaging audiences through interactive promotions, increasing brand awareness, and customer acquisition.
- Sold ~19,200 units during a multi-day festival by leading vendor booth operations, maximizing performance.
- Managed teams of three during events by coordinating roles and execution, improving operational efficiency.

REGIONAL SALES MANAGER, DIRECT SALES

World Wide Marketing

June 2009 – April 2010

Delivered high-energy, sales-driven product demonstrations across California and Arizona, engaging crowds of 20–50 every 30 minutes and consistently driving strong sales. Managed inventory, operated a portable POS system, processed daily sales batches, and managed cash securely. Responsible for recruiting, training, and auditing the performance of local sales staff, ensuring alignment with company standards. Traveled weekly for in-person meetings with corporate leadership to review performance, share customer insights, and align on regional strategy.

- Consistently exceeded sales targets, ranking as top performer.
- 250+ weekly sales, generating ~\$130,000 in quarterly revenue.
- Promoted to regional sales manager in just three months.

ADMINISTRATIVE ASSISTANT

SHN Consulting Engineers / Humboldt County Office of the Audit Controller

August 2018 – September 2025

Office professional adept at enhancing organizational efficiency and event execution. Assisted in managing operations for corporate offices and multiple regional locations, ensuring seamless functionality. Coordinated planning for company events, fostering team engagement and culture. Streamlined documentation processes in audit operations, achieving 98% data entry accuracy. Committed to delivering exceptional support and proactive solutions in fast-paced environments. Proactively stepped into multiple roles as needed, taking initiative to support team goals and ensure operational continuity.

- Administrative support for corporate offices with 75+ staff; coordinating with five regional offices totaling 300+.
- Frequently traveled to support satellite offices and make deliveries.
- Printed and bound reports and plan-sets using industrial printers and plotting machines for official documents to be used in development and construction.
- Planned and executed office events and team building activities, handling project plans and budgets.
- Supported executives and marketing on special projects including graphic design, print production, and community outreach.
- Represented the company at charitable fundraising events, with contributions amounting to over \$10,000 donated “in-kind” on behalf of the company.

EDUCATION

AA Human Behavior & Social Science

College of the Redwoods | Graduated with Honors 2023

AA Communication Studies for Transfer

College of the Redwoods | Graduated with Honors, 2023.

AA Humanities & Communications

College of the Redwoods | Graduated with Honors, 2024.

National Society for Leadership and Success

Inducted in 2022

Nominated in recognition of academic achievement.

VOLUNTEER WORK

Boys and Girls Club of the Redwoods

Volunteer Graphic Designer | 2020 – Current.

Big Brothers Big Sisters of the North Coast

Volunteer Graphic Designer | 2018 – 2026.

Scouting America

Chairman: Explorer's Club #44 | 2012 – 2018

Letters of Recommendation Available.