

DARCY DYKSTRA

Senior Graphic Design Manager & Creative Strategist

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Over the past 10+ years, I've led digital transformation and creative direction for some of the most recognizable national brands in outdoor, motorsports, eyewear, and power solutions.

I've designed and launched over **5,000+ digital marketing assets across 15 national and global brands.**

What drives me is working with brands that have deep customer loyalty and rich heritage, and helping them evolve for a digital-first world without losing what makes them iconic.



Digital Design

12 years



User Experience Design

6 years



Print

12 years



Design Leadership

2 years

EXPERIENCE

Manager, Digital Graphic Design

Pure Fishing | Remote | April 2020 - January 2026

Designed and executed digital marketing campaigns across 13 brands for a \$750M global fishing and sporting goods company, managing 50+ product launch initiatives across cross-functional marketing and e-commerce teams.

- **Web Design & Team Leadership:** Led end-to-end design of 20+ landing pages across multiple brands, managing and leading a team of 2 contractors to support campaign-aligned creative across the brand portfolio.
- **Caboodles® Brand Design:** Owned full-funnel creative for digital marketing homepage banners, motion/static social assets, digital catalogs, and email marketing campaigns while maintaining brand consistency across 6+ touchpoints and 10 product launch campaigns annually.
- **DTC/eCommerce:** Shaped visual direction and creative strategy for 13 DTC brand websites, producing 200+ assets across email, web and trade publications to support on-trend, cohesive digital experiences at scale.
- **Digital Retail Brand Shelf - Walmart & Amazon:** Designed digital brand shelves for 5 brands across Walmart and Amazon, including A+ Content, brand stores, and PDPs by creating conversion-focused visuals aligned with retail merchandising and brand standards.
- **Social Media:** Built a high-volume library of animated and static Instagram & Facebook assets for 10 brands, producing 8+ assets monthly to support campaign-specific social content.

Digital Graphic Designer, eCommerce

Costa® Sunglasses | Daytona Beach, FL | July 2019 - March 2020

Supported multi-channel digital marketing for Costa Sunglasses, contributing to brand growth initiatives through the company's 2020 operational transition out of Daytona Beach, FL.

- **Email Marketing:** Designed and delivered 3 email campaigns per week supporting product launches, seasonal promotions, and evergreen marketing, maintaining consistent creative quality across a high-volume production cadence with an estimated 150+ campaigns annually.
- **Paid & Organic Ads:** Led creative strategy for display ad campaigns across paid and organic channels, designing 3 A/B test variations per campaign and iterating on performance insights to refine ad creative effectiveness.
- **DTC Holiday Gift Promo:** Conceptualized and art-directed a custom holiday gift set (shirt, tote, sticker) for the #OneCoast campaign, developing a cohesive creative suite across 3 channels (web, email, social) to deliver a unified seasonal brand storytelling moment.

EXPERIENCE (continued)

Graphic Designer, Digital & Print

Battery Tender® | Deland, FL | February 2018 - July 2019

Family-owned designer, manufacturer, and distributor of technologically advanced battery power solutions, serving a global customer base. Owned website branding, email campaigns, and product packaging across 4 automotive, powersport, marine, and RV markets.

- **DTC/eCommerce:** Directed visual design for DTC web experiences, producing cohesive digital assets that reinforced brand consistency across the site.
- **Print Packaging:** Designed retail product packaging for 10+ SKUs across automotive, powersport, marine, and RV categories, aligning visual identity to strengthen brand consistency at the retail shelf level.
- **Digital Asset Management Initiative:** Initiated and led a company-wide DAM initiative, auditing and migrating hundreds of packaging files and dielines into a centralized catalog, improving asset accessibility and workflow efficiency for creative, marketing, and engineering teams.
- **Email Marketing:** Designed and delivered weekly product-focused email campaigns integrating shoppable content for 10+ campaigns annually to inform, engage, and convert customers across the DTC channel.

Digital Graphic Designer - NASCAR Digital Media

NASCAR | Daytona Beach, FL | November 2015 - October 2017

Partnered directly with the Marketing Director to design and execute Cup Series marketing campaigns across 5 platforms, including NASCAR.com, NASCAR Scanner, NASCAR Fantasy Live, NASCAR Mobile, and NASCAR Drive.

- **Web Design:** Conceptualized and produced 50+ custom website skins, banners, and digital assets for NASCAR.com, boosting campaign click-through rates by approximately 20% while reinforcing brand identity and sponsor visibility across one of motorsport’s highest-traffic platforms.
- **Email Marketing:** Designed weekly geo-targeted email campaigns tied to 36 race event schedules per Cup Series season, delivering location-relevant creative to support ticket sales and fan engagement.
- **Social Media:** Created race-day and pre-race social assets across platforms, maintaining a weekly creative cadence throughout the 36-race Cup Series season to support fan engagement and brand presence.



Design Tools

Adobe Creative Suite
Figma



AI

Firefly, Nano Banana, Claude
Human-Centered Designer



eComm Industries

Outdoor, Motorsports,
Eyewear, Power Solutions



Corporate Management

Stakeholder & Brand
Manager Management

ADVANCED DIGITAL SKILLS

Digital Graphic Design

- Web, Social Media, Digital Retail Shelf, Email

User Experience

- User-Centered Design, Interaction Design, Prototyping

Print Graphic Design

- Packaging Design, Visual Retail Strategy

EDUCATION

Full Sail University

B.S. Graphic Design

University Awards

- Valedictorian
- Advanced Achiever Award
- Course Director Award Color Theory
- Course Director Award Digital Studio