



DARCY DYKSTRA

Senior Graphic Designer & Creative Lead | Brand Identity · DTC · eCommerce

 Portfolio

 LinkedIn

 Email

 352-255-4147

 Florida

PROFESSIONAL DESIGN EXPERIENCE

Hello! I have over 10 years of experience building and leading brand identity and eCommerce creative for globally recognized consumer brands including Pure Fishing, Costa® Sunglasses, Battery Tender®, and NASCAR delivering high-impact digital experiences across DTC websites, retail platforms, email, and social media.

Manager, Digital Design // Pure Fishing // 2020-2026

Designed and executed digital marketing campaigns across 13 brands for a \$750M global fishing and sporting goods company, working cross-functionally to manage multiple initiatives simultaneously.

- **Web Design & Team Leadership:** Led end-to-end design of 20+ landing pages across multiple brands, managing 2 contractors and driving substantial monthly site visits through campaign-aligned creative.
- **Caboodles® Brand Design:** Owned full-funnel creative for Caboodles® digital marketing spanning homepage banners, motion and static social assets, digital catalogs, and email, ensuring brand consistency across all touchpoints during key product launches.
- **DTC/eCommerce:** Shaped visual direction and creative strategy for 13 DTC brand websites, producing 200+ assets across email, web, and trade publications, delivering on-trend, cohesive digital experiences at scale.
- **Digital Retail Brand Shelf - Walmart & Amazon:** Designed digital brand shelves for 5 brands for Walmart and Amazon, including A+ Content, brand stores, and PDPs, creating conversion-focused, brand-aligned visuals that elevated the digital retail shelf experience.
- **Social Media:** Created a high-volume library of animated and static Instagram & Facebook assets for 10 brands, supporting campaigns that consistently strengthened audience engagement and brand recognition.
- **Digital Asset Management:** Maintained a centralized DAM system, establishing file naming conventions and version control protocols that accelerated asset retrieval, enabled cross-team collaboration, and upheld brand standards.

Digital Graphic Designer, eCommerce // Costa® Sunglasses // 2019-2020

Supported multi-channel digital marketing for Costa Sunglasses, an award-winning American eyewear brand acquired by Essilor for \$270M, contributing to brand growth initiatives through the closure of Daytona Beach, Florida operations in 2020.

- **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.
- **Paid & Organic Ads:** Led creative strategy for display ad campaigns across paid and organic channels, designing A/B test variations and iterating on performance insights to continuously improve 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 web, email, and social that brought seasonal brand storytelling to life.

Graphic Designer, Digital & Print // Battery Tender® // 2018-2019

Family-owned designer, manufacturer, and distributor of technologically advanced battery power solutions, serving the evolving needs of a global customer base. Responsible for website branding, e-mail campaigns, and product packaging for the brand across automotive, powersport, marine, and RV markets.

- **DTC/eCommerce:** Directed visual design for DTC web experiences, producing cohesive digital assets that reinforced brand consistency and elevated the end-to-end user experience.
- **Print Packaging:** Designed retail product packaging that strengthened in-store brand visibility and drove purchase decisions at the shelf, translating brand identity into compelling physical touchpoints.
- **Digital Asset Management Initiative:** Initiated a company-wide DAM initiative, auditing and migrating hundreds of packaging files and dielines into a centralized catalog that improved asset accessibility and workflow efficiency across creative, marketing, and engineering teams.
- **Email Marketing:** Designed product-focused email campaigns integrating shoppable content to inform, engage, and convert, supporting revenue goals through on-brand, conversion-driven creative.

Digital Graphic Designer // NASCAR // 2015-2017

During my time supporting NASCAR, I partnered directly with the Marketing Director to design and execute Cup Series marketing campaigns across 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 race event schedules, delivering location-relevant creative that drove ticket sales and kept fans engaged throughout the Cup Series season.
- **Social Media:** Created race-day and pre-race social assets across platforms, building a consistent weekly creative cadence that drove fan engagement and reinforced brand presence throughout the Cup Series calendar.

ADVANCED DIGITAL EXPERTISE

- **Digital Design**
UX, Web, Social Media, Email
- **Digital Retail Shelf**
Amazon & Walmart Brand Stores
- **Human-Centered AI**
Firefly, Claude, Nano Banana
- **Adobe CC**
PS, AI, AE, ID, Express

EDUCATION

- **Full Sail University**
B.S. Graphic Design
- Valedictorian
- Advanced Achiever Award


THANK YOU FOR YOUR CONSIDERATION


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