

DARCY DYKSTRA

SENIOR GRAPHIC DESIGN MANAGER

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Senior digital graphic designer with **12+ years of in-house brand experience**. Creates website, eCommerce, email, social media, and packaging designs that build **brand recognition** and power marketing campaigns that earn **clicks and conversions**.

SELECTED CREATIVE ACHIEVEMENTS

Conceptualized and produced 50+ custom website skins, banners, and digital assets while **boosting campaign click-through rates by approximately 20%** while reinforcing brand identity and sponsor visibility across NASCAR.com.

Company - NASCAR
Digital Graphic Designer

Designed a set of 4 targeted evergreen social creative ads for annual business sale initiative that led to **over \$15k in click attributed sales** over a 2 week period in Q4.

Company - Costa® Sunglasses
Digital Graphic Designer eCommerce

Created premium A+ content, brand stores, and PDPs for **over 5 brands and 40+ SKUs on Amazon and Walmart** websites, using infographics and feature callouts to educate shoppers and support conversion.

Company - Pure Fishing
Manager, Digital Design

WORK EXPERIENCE

SENIOR GRAPHIC DESIGN MANAGER & CREATIVE DIRECTOR

2026-Present

Darcy Dykstra Digital Design - Freelance

Currently working with brands on freelance design projects while pursuing a full-time, in-house creative design & leadership role.

- Partner directly with clients to translate business goals into cohesive visual strategy across all digital consumer points, managing projects from brief through final delivery.
- Develop digital campaign creative (social media and web banners) that improves click-through rates, conversions, and engagement.

MANAGER, DIGITAL DESIGN

2020-2026

Pure Fishing

At Pure Fishing, the world's largest fishing tackle company (acquired by Sycamore Partners for \$1.3B in 2018), I led digital creative across 13+ brands, delivering 50+ product launch initiatives for marketing and e-Commerce teams.

- Owned design from wireframe to launch of 20+ responsive landing pages for key product launches across 3 brands, directing a team of 2 contractors (designer & web developer) while shaping brand storytelling, consistently delivering on-time launch deadlines.
- Led creative execution for the Caboodles® brand across web, email, social, and digital catalogs, delivering assets for 10 product launch campaigns a year while keeping the brand consistent and cohesive across 6+ touchpoints.
- Designed Walmart and Amazon brand shelves for over 5 brands (A+ Content, brand stores, PDPs), aligning visuals to retailer rules and brand standards. Layouts were adopted as the go-to templates for each brand's future product launches.
- Managed visual direction and creative strategy for 13+ DTC brand websites, producing 125+ assets annually across email, web, and trade publications to deliver on-trend, conversion-focused digital experiences.
- Built a library of animated and static Instagram and Facebook assets for 10 brands, producing 8+ assets per brand per month to support campaign-specific social content.

WORK EXPERIENCE (continued)

DIGITAL GRAPHIC DESIGNER, eCOMMERCE2019-2020

Costa® Sunglasses

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 company's 2020 operational transition out of Daytona Beach, FL.

- Designed and delivered 3 email campaigns per week (150+ annually) across product launches, seasonal promotions, and evergreen marketing, maintaining consistent creative quality at a high-volume cadence.
- Led creative strategy for display ad campaigns across paid and organic channels, designing 3-5 A/B test variations per campaign and iterating on performance data to improve ad effectiveness.
- Conceptualized and art-directed a custom #OneCoast holiday gift set (shirt, tote, sticker), extending the concept across web, email, and social media for a unified seasonal brand moment praised by leadership.

GRAPHIC DESIGNER, DIGITAL & PRINT | Battery Tender2018-2019

Digital Asset Management Initiative | Email Marketing | Print Packaging | DTC/eCommerce

DIGITAL GRAPHIC DESIGNER | NASCAR2015-2017

Website Design | Email Marketing | Social Media Design

JUNIOR GRAPHIC DESIGNER | Black Tie Digital Marketing2014

Branding | Website Design | Email Marketing | Social Media Design

ADVANCED CREATIVE EXPERTISE

Digital Graphic Design Website, Social Media, Digital Retail Shelf, Email, Paid & Organic Ads, Digital Catalogs	User Experience User-Centered Design, Interaction Design, Prototyping	Print Graphic Design Packaging Design, Visual Retail Strategy, POP Displays, Catalogs
Adobe Creative Suite - Advanced Photoshop, Illustrator, InDesign, After Effects, Express	Work Management Tools Figma, Workfront, Egnyte, Jira, Monday, Basecamp, Klaviyo	AI Workflow Integration Firefly, Nano Banana, Claude

EDUCATION & AWARDS

FULL SAIL UNIVERSITY

Bachelor of Science, Graphic Design

Graduate Awards - Valedictorian & Advanced Achiever Award

Educational Awards - Course Director Award: Color Theory & Course Director Award: Digital Studio