



GEIGER POWELL

I have over 15 years of experience in graphic design, creative lead, branding, packaging, production, social media, ecommerce, photography, digital media marketing, and more.

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CORE EXPERTISE

Creative Direction • Brand Identity • Art Direction • Packaging Design • Production Design • Color Management • Prepress • CPG Marketing • Ecommerce • Retail Marketing • Amazon PDP • Email Marketing • Social Campaigns • Product Launches • Print Production • Creative Operations

SOFTWARE

Adobe Creative Suite • Photoshop • Illustrator • InDesign • Dimension • After Effects • Premiere Pro • Lightroom • Figma

SELECTED ACHIEVEMENTS

Super Bowl LIX Commercial

Created the graphic elements seen in Cirkul's 2025 Super Bowl commercial featuring Adam Devine

Tampa Bay Beer Week

Founding member of TBBW, plus a voting member of the executive board. 2014

"The Art of Creating Craft Beer Labels" Interview

The Tampa Bay Times talked to me about making beer labels: tinyurl.com/2p883k9x

EXPERIENCE

CIRKUL

Sr. Graphic Designer

Jan 2024–Present

- Designed packaging and marketing creative for fast-growing national beverage brand.
- Led email production for an audience of 1M+ subscribers.
- Created retail packaging and ecommerce experiences across major retailers, including Target, Wal-Mart, and Amazon.
- Produced high-volume digital advertising and social media assets.
- Created graphics featured in Super Bowl LIX commercial seen by more than 127 million viewers.

MAGNANIMOUS BREWING

Creative Director

May 2020–Jan 2024

- Built the Magnanimous brand from the ground up, leading all creative direction.
- Directed packaging, merchandise, digital marketing, and environmental design.
- Created brand systems that unified every customer touchpoint.
- Produced award-winning CPG packaging and marketing campaigns.
- Partnered with leadership on product launches and brand strategy.

BARPRODUCTS.COM, INC.

Digital Design Specialist

Nov 2016–Mar 2020

- Led ecommerce creative across BarProducts.com and Amazon.
- Produced product photography and digital marketing assets.
- Created launch campaigns for new products and promotions.
- Grew craft beer sales through targeted marketing initiatives.
- Supported merchandising for 5000+ retail products.

CIGAR CITY BREWING

Creative Director

Mar 2011–Oct 2016

- Shaped the Cigar City Brewing brand during a period of rapid growth.
- Led packaging, branding, and marketing design across multiple channels.
- Maintained brand consistency across national retail and distribution.
- Designed sales, event, merchandise, and promotional materials.
- Partnered with leadership on brand strategy and new product launches.

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