GEIGER POWELL

Senior Brand & Graphic Designer

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PROFESSIONAL SUMMARY

Senior multidisciplinary creative with 15+ years of experience building brands and the packaging, campaigns, and digital experiences that bring them to life across CPG, beverage, ecommerce, and digital. I lead projects from initial concept through production and launch, including brand identities, packaging systems, high-volume paid media, and retail and ecommerce experiences. My work pairs hands-on design execution with creative direction, cross-functional collaboration, and production expertise, including AI-assisted workflows that let me move faster without losing craft.

CORE COMPETENCIES

Brand Strategy & Identity Design • Creative Direction • Packaging Design • Production Design • Art Direction • Visual Storytelling • Design Systems & Brand Standards • Cross-Functional Collaboration • Digital Marketing Creative • Paid Social Advertising • Email Marketing Design • eCommerce & PDP Optimization • Product Launch Campaigns • AI-Assisted Creative Workflows • Adobe Creative Suite (Illustrator, Photoshop, InDesign, After Effects) • Figma (design systems, prototyping, cross-functional handoff) • Typography & Layout • Print Production • Digital Asset Production • Campaign Development • Creative Process Optimization • Social Media • Motion Graphics • Vendor & Print Management

PROFESSIONAL EXPERIENCE

Sr. Graphic Designer — Cirkul

Jan 2024 – Present

- Translated campaign concepts into packaging, retail, PDP and paid-social with cross-functional teams.
- Led email production for an audience of 1M+ subscribers.
- Created retail packaging and ecommerce across major retailers, including Target, Walmart, and Amazon.
- Delivered 10–15 paid-social assets daily across campaigns, staying on-brand and feedback-responsive.
- Created graphics featured in a Super Bowl LIX commercial seen by more than 127 million viewers.

Creative Director — Magnanimous Brewing

May 2020 – Jan 2024

- Led end-to-end creative direction in building the Magnanimous brand from concept to launch.
- Directed packaging, merchandise, digital marketing, and environmental design.
- Created brand systems that unified every customer touchpoint in retail, digital, and social.
- Produced CPG packaging and marketing campaigns for 100+ brands.
- Partnered with leadership on product launches and brand strategy.

Digital Design Specialist — BarProducts.com, Inc.

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 40% through targeted marketing initiatives.
- Supported merchandising for 5,000+ retail products.

Creative Director — Cigar City Brewing

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.

SELECTED ACHIEVEMENTS

- Super Bowl LIX Commecial - Worked on graphics for Cirkul's 2025 Super Bowl commercial, and lead creative on campaign that followed, including paid, social, email, and influencer boxes
- Tampa Bay Beer Week - Founding member of TBBW, plus a voting member of the executive board. In addition, created all branding marks and digital assets for TBBW