



**David Wigley**  
Graphic Artist | Visual Storyteller  
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dawigley.com

Graphic design and marketing professional with a strong background in branding, visual communication, and digital strategy. Proven ability to lead creative projects, develop compelling campaigns, and design strategic content that enhances brand visibility, strengthens audience engagement, and drives business growth. Experienced in graphic design, social media marketing, and multimedia storytelling, with expertise in creating dynamic visuals, managing brand identities, and executing data-driven marketing strategies. Thrive in collaborative environments, bringing fresh ideas and a keen eye for design to connect with diverse audiences in meaningful ways. Passionate about crafting impactful visuals, building cohesive brand experiences, and driving creative initiatives that align with organizational goals.

## **EXPERIENCE**

**Sep. - Dec. '24**

### **Assistant General Manager**

Exhibition Hub - Van Gogh: The Immersive Experience - Little Rock, AR

- Managed daily operations, teams, facilities, and guest experience to maintain high safety and service standards.
- Oversaw recruitment, training, and performance for all staff positions.
- Directed retail operations, including inventory control, stock audits, merchandising, and customer service.
- Acted as primary keyholder, ensuring health and safety compliance and responding to fire and security alarms.
- Collaborated with production and operations teams to maintain marketing displays and facility functionality.
- Drove performance metrics to exceed goals, delivering exceptional guest experiences and operational success.
- Oversaw inventory processes, retail management, and all POS systems.
- Boosted efficiency by implementing fire and tornado SOPs, optimizing POS systems, and resolving technical issues.
- Drove performance metrics to exceed operational goals.

**Oct. 2022 - Sep. 2024**

### **Graphic Designer**

Arkansas Department of Parks, Heritage, and Tourism - Little Rock, AR

- Created multimedia content (videos, graphics, animations, and print) to strengthen branding and marketing.
- Designed compelling campaigns that enhanced the department's brand identity on digital and print channels.
- Prepared materials for printing, proofing layouts, and ensuring compliance with printer specifications.
- Elevated the identity of the department and sub-agencies through brand management, graphic design, and storytelling.
- Managed multiple projects from concept to delivery while meeting tight deadlines and exceeding quality expectations.
- Supported photography and video projects, edited multimedia content, and ensured high-quality final outputs.
- Collaborated across departments for a unified brand experience, managing communications at every level.
- Implemented project management tools to streamline workflows and improve cross-departmental collaboration.
- Created consistent visual assets for social media, websites, and other marketing channels, enhancing audience engagement.

**Feb. 2021 - June 2022**

### **Media Services Specialist**

Gulf Coast State College TRiO Program - Panama City, FL

- Spearheaded the rebranding initiative.
- Developed comprehensive brand stories and pillars that reflects the project's core values and mission.
- Designed visually compelling campaigns to convey the brand's new direction and engage diverse audiences.
- Assisted with coordinating photography and videography.
- Support TRiO students with canvas, tutor.com, and printer connections.
- Coordinated IT support for TRiO lab technical and equipment needs.
- Setup and support special TRiO events.
- Organize and maintain electronic inventory of TRiO programs
- Train TRiO staff on Microsoft, Office 365, and operation of TRiO labs.
- Organize and maintain social media/website for TRiO programs.
- Monitor, capture and process all media for TRiO.

**Feb. 2018 - Sep. 2020**

### **Sr. Graphic Designer**

Design Lab - Hot Springs, AR

- Oversaw artwork design from pre-production to digital templates, enhancing workflow and communication.
- Trained new staff to ensure team readiness and performance.
- Managed customer service and processed orders efficiently.
- Maintained and repaired production equipment to ensure timely delivery.
- Demonstrated organizational skills and adaptability to achieve operational excellence.

**Aug. 2018 - May 2019**

### **Instructor**

National Park College - Hot Springs, AR

- Managed syllabus development, ensuring alignment with department standards.
- Coordinated curriculum with the department chair to meet academic goals.
- Taught diverse subjects including Adobe Creative Cloud and Screen Printing
- Evaluated student performance to maintain a structured and effective learning environment.
- Ensured transparency in assessment by providing prompt grades and inputting grades into LMS.

**May 2013 - Feb. 2018**

### **Jr. Graphic Designer**

Design Lab - Hot Springs, AR

- Collaborated with the design team to create print materials, consistently meeting client deadlines.
- Prepared print-ready graphic files, ensuring high-quality standards.
- Liaised with production teams to maintain alignment and consistency.
- Managed tight-deadline projects, staying updated on design technologies for innovative solutions.
- Participated in client meetings to gather insights and refine project outcomes.
- Handled software and hardware maintenance, supporting team functionality and efficiency.

## **SKILLS**

### **TECHNICAL**

Adobe Creative Cloud  
Microsoft Office  
Monday.com  
Asana  
Mac OSX / Windows OS

### **CREATIVE**

Brand Development  
Visual Marketing  
Strategic Planning  
Storytelling

### **OPERATIONS**

Project Management  
Team Leadership  
Time Management

## **EXPERTISE**

Brand Management  
Creative Leadership  
Cross-functional Team  
Collaboration  
Digital and Social Media  
Planning  
Customer Journey Mindset

## **VOLUNTEER**

### **EDUCATION**

NPTC Advertising & Design  
Partnership Team

### **COMMUNITY**

Arkansas Natural Heritage  
Commission

## **EDUCATION**

**2024 - 2026**

### **Bachelor of Science**

Psychology of Media and  
Communication  
University of Phoenix

**2013 - 2017**

### **Associate of Applied Science**

Visual & Media Arts  
National Park College



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