

Senior Designer

Hello, I'm Billy Pope.

I'm a Graphic Designer with 15+ years' experience elevating customer experience in retail and entertainment through visual displays, packaging, and signing. I specialize in conceptualizing and executing innovative, disruptive, and on-trend creative solutions from scratch, while maintaining a keen eye for detail and excellence in design. I'm looking to bring my passion for branding and visual storytelling to a design-centric organization.

Experience

Senior Designer, The Loyal Subjects

Rogers, AR | July 2021 - Present

- Leading brand design initiatives for the company's new intellectual properties such as For Keeps and Cheebees.
- Designing logos, packaging, event signage, internal branding assets, banner ads, key art, and more.
- Executing a packaging redesign for BST AXN, an action figure brand with placement in 2000+ Walmart, Target, and Amazon stores through 3D design and graphic layout.
- Creating 100+ packaging designs for beloved brands such as Teenage Mutant Ninja Turtles, KISS, MARVEL, Avatar: The Last Airbender, WWE, Rainbow Brite, and Strawberry Shortcake.
- Conducting competitor research and creating concept decks for both internal and external communication.

Freelance Art Director, Saatchi & Saatchi X

Rogers, AR | November 2020 - February 2021

- Provided art direction on key art for Gain Odor Defense as well as sketches and Photoshop comps for Tide and Downy campaigns.
- Developed creative for Community Coffee, resulting in a series of 6 in-store displays.

Creative Manager, Kerplunk Creative

Bentonville, AR | November 2017 - July 2020

- Designed a series of 6 unique brand-focused pre-merch Walmart endcap displays for Funko, resulting in a 35% increase in sales.
- Created branding and retail concepts for 20+ products in entertainment, pets, and home safety categories.
- Developed impactful and informative presentations for Walmart buyers.

Contact

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www.bpocell.com

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Rogers, AR

Design Skills

- Branding
- Creative Development
- In-Store Signing
- Packaging
- Photo Direction
- Print Production
- Logo Design
- Pre-Merch Displays
- 3D Design
- Small Publications

Software Skills

- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Adobe After Effects
- SketchUp
- Adobe Acrobat Professional
- Slack/Discord
- Zoom/Microsoft Teams/Google Meet

Education

University of Arkansas

May 2007 | Fayetteville, AR

BA, Graphic Design

For my online portfolio, please visit www.bpocell.com.

Design Manager, Walmart

Bentonville, AR | February 2015 - November 2017

- Provided creative direction for Vision Center and Baby departments in partnership with Saatchi New York.
- Supervised design and production process on 15+ national signing campaigns.
- Pioneered solutions for hanging displays that allowed for smaller shipping footprints and decreased costs.

Designer for Walmart Signing Team, i creatives

Bentonville, AR | August 2012 - February 2015

- Led design and print production on the Spring Outdoor Living brand refresh initiative.
- Coordinated with 5+ national brands such as Calphalon and Guy Fieri on creative and signing strategies for brand launches.

Design Coordinator, Walton Arts Center

Fayetteville, AR | May 2008 - August 2012

- Designed all in-house visual assets including email campaigns, internal branding material and more.
- Served as webmaster for the Walton Arts Center while mentoring interns and managing external traffic from agency partners.

Additional Notes

- Adequate rhythm guitarist
- Lush, voluminous hair
- Hand-blended citrus and sage scent
- 16 Playstation™ Platinum Trophies
- Great with pets
- No artificial ingredients or preservatives