

# Sumner Willrodt

## Brand Designer & Visual Strategist

6+ years building cohesive brand identities, marketing material, and digital experiences for consumer brands and B2B organizations. Known for translating strategy into meaningful design from logo and typography to packaging design, visual systems, and campaign creative. Fluent in Adobe Creative Suite, Figma, and web platforms. Passionate about beauty, wellness, and lifestyle brands where design and culture intersect.

sumnerwillrodt@gmail.com

805.279.1274

[sumnerwillrodt.com](http://sumnerwillrodt.com)

• New York June 2026

## EXPERIENCE

### Lief Labs

#### Brand Marketing Specialist

Santa Clarita

Feb 2026 – Present

- Define and govern brand identity, visual standards, and positioning across all business units ensuring design consistency at every customer touchpoint.
- Art direct and produce campaign creative spanning digital, print, social, email, and trade show environments.
- Led creative direction and production for the company's first trade exhibition at SupplySide Global 2025, including booth design and branded collateral.
- Partner cross-functionally with product, sales, and external agencies to maintain visual cohesion across the full brand ecosystem.

### Multimedia Designer

Apr 2022 - Feb 2026

- Designed and produced brand-led creative across packaging, product launches, marketing collateral, digital campaigns, and web to maintain a consistent visual language at scale.
- Built scalable visual systems and UX/UI prototypes in Figma that strengthened brand consistency across digital touchpoints.
- Led website redesign initiatives end-to-end: Figma wireframes, WordPress/Elementor development, and performance optimization.
- Produced motion graphics, email templates, paid social assets, and landing pages for ongoing campaign cycles.

### Creative Assistant

Jun 2020 - Apr 2022

- Supported brand creative and campaign production across digital and print channels.
- Built foundational skills in visual production, typography, layout, and brand system application.
- Delivered consistent, on-brand creative assets for social media, email, and marketing campaigns.

### Independent/Freelance

#### Brand Designer & Strategist

Los Angeles

Jan 2021 - Present

- Design end-to-end brand identities from research and positioning through logo, typography, color, and guidelines for founders and consumer brands.
- Manage all project phases: discovery, strategy, design, production, and launch.

## CAPABILITIES

### Design

Brand Identity

Logo Design

Typography

Visual Systems

Packaging Design

Motion Graphics

UI/UX Design

Web Design & Development

Creative Direction

### Marketing

Brand Strategy & Positioning

Content Strategy & Management

Campaign Creative & Development

Email Marketing

Data Analysis

Reporting & Optimization

### Tools

Adobe Suite

Figma

HTML/CSS/JS

Wordpress

Elementor / YooTheme

Mailchimp / Klaviyo

Google Workspace

Microsoft Office Suite

## EDUCATION

### Bachelor of Arts, Communications

University of California, Santa Barbara 2016

### Associate of Arts, Graphic Design

Moorpark College 2014

# Sumner Willrodt

## Brand Marketing Strategist & Designer

6+ years driving brand growth across strategy, campaigns, and creative production for consumer brands and B2B organizations bringing a designer's eye to every marketing decision. Skilled at owning the full arc from brand positioning and messaging frameworks through multi-channel campaign development, content strategy, and performance analysis. Passionate about beauty, lifestyle, and consumer brands where culture and creativity drive growth.

sumnerwillrodt@gmail.com

805.279.1274

[sumnerwillrodt.com](http://sumnerwillrodt.com)

• New York June 2026

## EXPERIENCE

 Lief Labs

### Brand Marketing Specialist

Santa Clarita

Feb 2026 – Present

- Lead brand strategy across all business units — defining positioning, value proposition, and messaging frameworks that guide every marketing decision.
- Develop and manage integrated multi-channel marketing campaigns (digital, social, email, print, trade) driving measurable growth in brand awareness, engagement, and lead generation.
- Serve as internal brand champion: established brand governance, produced a company-wide style guide, and launched the brand's first trade exhibition at Supply Side Global 2025.
- Manage relationships and creative workflows with external agencies and cross-functional partners across product, sales, and operations.

### Multimedia Designer

Apr 2022 - Feb 2026

- Produced campaign-ready creative across digital, social, email, print, and web, supporting brand initiatives and ongoing marketing programs.
- Designed and deployed email campaigns and automated flows in Mailchimp and Klaviyo; managed paid social ad creative across Meta and Google.
- Built and maintained a brand presence on Amazon Seller Central, including A+ content, brand storefront design, and sponsored ad creative.
- Developed UX/UI prototypes and led website redesign initiatives from strategy through WordPress/Elementor build and launch.

### Creative Assistant

Jun 2020 - Apr 2022

- Supported campaign development and content production across digital and print channels.
- Built foundational skills in copywriting, content strategy, and marketing asset production while collaborating across teams.
- Delivered consistent, on-brand creative assets for social media, email, and marketing campaigns.

 Independent/Freelance

### Brand Designer & Strategist

Los Angeles

Jan 2021 - Present

- Design end-to-end brand identities from research and positioning through logo, typography, color, and guidelines for founders and consumer brands.
- Manage all project phases: discovery, strategy, design, production, and launch.

## CAPABILITIES

### Marketing

Brand Strategy & Positioning  
Campaign Development  
Content Strategy & Management  
Email Marketing  
Data Analysis  
Reporting & Optimization  
ROI Tracking

### Creative

Brand Identity  
Campaign Creative  
Visual Systems  
Motion Graphics  
UI/UX Design  
Web Design & Development  
Creative Direction

### Tools

Adobe Suite  
Figma  
HTML/CSS/JS  
Framer  
Amazon Seller Central  
HighLevel  
Wordpress  
Mailchimp / Klaviyo  
Google Workspace  
Microsoft Office Suite

## EDUCATION

### Bachelor of Arts, Communications

University of California,  
Santa Barbara 2016

### Associate of Arts, Graphic Design

Moorpark College 2014