

Destiny Butler

Multidisciplinary Designer & Creative Director

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destinydarcel.com/pages/portfolio

Designer and illustrator spanning brand identity, integrated campaigns, visual systems, and global event design. Led an organization-wide rebrand and developed creative across digital, print, packaging, and physical environments. Brings an independent creative practice with campaign contributions for Fenty, Old Navy, Circle K, BET, and Broadway, supported by a master's degree in user experience design.

EXPERTISE & TOOLS

Brand identity & guidelines / Campaign design / Illustration / Typography, layout & composition / Digital & print / Experiential design / Creative direction / Visual systems / User-centered design / Vendor & production management / Cross-functional collaboration / Feedback & iteration

Tools: Adobe Creative Suite (InDesign, Photoshop, Illustrator), Figma, Excel, Sales Logix CRM

PROFESSIONAL EXPERIENCE

Marketing Designer

Society for Clinical Research Sites | 2025-Present

- **Integrated campaign design:** Lead end-to-end creative across social, email, web, webinars, and events, supporting multiple concurrent initiatives from concept through final execution.
- **Visual identity systems:** Develop and evolve logos, campaign identities, and webinar visuals to create consistent brand experiences across digital and physical touchpoints.
- **Global event design:** Design trade show booths, signage systems, lanyards, and badges for summits across Europe, Latin America, Australia/New Zealand, and the United States.
- **Digital and multimedia:** Produce social and email creative, web updates, podcast edits, supporting graphics, and video content for a multi-channel communications program.
- **Production and vendors:** Manage print production and vendor relationships from concept to delivery, protecting quality standards and timelines across physical assets.
- **Performance and workflow:** Analyze social and campaign performance to refine creative; build internal documentation and workflows to streamline design production.

Digital Marketing Manager

Georgia Academy of Family Physicians | 2024-2025

- **Organization-wide rebrand:** Led new logos, brand guidelines, and a cohesive digital identity, extending the visual system across platforms and member communications.
- **Social media growth:** Grew social following by more than 200% through content strategy, creative development, and an active online presence.
- **Email strategy and design:** Led strategy, content, layout, and A/B testing for a membership audience of 3,000+, achieving a 47% average open rate and 4% average click-through rate.
- **Print and digital production:** Designed brochures, pamphlets, signage, and event collateral in Adobe InDesign; created member-facing materials across print and digital.
- **Brand and membership marketing:** Combined brand management, social strategy, content creation, and acquisition campaigns to support membership growth and retention.
- **Cross-functional collaboration:** Partnered across departments to align campaigns with organizational goals and deliver clear communications that strengthen the member experience.

Founder and Creative Director

Destiny Darcel, LLC | 2020-Present | Concurrent independent practice

- **Campaign illustration:** Contributed work to Fenty's Juneteenth campaign; Circle K's Black History Month and Juneteenth campaigns; Old Navy's Black History Month campaign; Broadway marketing for For Colored Girls; and BET's Sistas campaign.
- **Branding and visual storytelling:** Create illustration, packaging, product artwork, and social creative; collaborate with marketing teams to translate campaign needs across formats.
- **Creative systems:** Develop logos, typography selections, and reusable social media templates for small businesses, establishing consistent visual identities.
- **Audience-centered design:** Apply user research and user experience principles to visual concepts and use account and platform metrics to evaluate reach and engagement.
- **Client delivery:** Manage creative strategy, stakeholder communication, and iteration; deliver client edits and adjustments within a 48-hour turnaround.
- **Design tools:** Execute concepts and production artwork using Adobe Photoshop, InDesign, Illustrator, and Figma.

Marketing & Design Specialist

Messe Frankfurt | 2023-2024

- **Marketing design:** Produced postcards, brochures, event signage, and visual content in Adobe InDesign, Photoshop, and Illustrator, maintaining brand consistency across formats.
- **Social strategy and content:** Developed data-driven social strategies, graphics, and written content to support brand awareness, audience engagement, and follower growth.
- **CRM and audience segmentation:** Managed contact databases and communication workflows in Sales Logix CRM; segmented mailing lists with Excel and demographic data for targeted outreach.
- **Stakeholder engagement:** Built relationships with stakeholders and event attendees to support clear communication and the event experience.

Marketing Account Manager

The Agency Re | 2022-2023

- **Creative production:** Designed presentations, flyers, email campaigns, listing sheets, brochures, and advertisements for time-sensitive real estate marketing, aligned with brand guidelines.
- **Brand stewardship:** Streamlined company materials and campaigns into a cohesive brand message; trained and guided team members in developing marketing materials.
- **Corporate collaboration:** Connected local agents with corporate creative teams to align marketing needs, campaign execution, and production processes.
- **Content and events:** Developed social strategy, created content, and managed daily and weekly calendars; coordinated sponsorships and events around company and agent objectives.

EDUCATION

M.A., User Experience Design | DePaul University | 2020

B.A., Journalism | University of Kentucky | 2018