

Marianne Justine Wilson

Multidisciplinary Designer & Creative Strategist

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PROFILE

Multidisciplinary Designer and Creative Strategist with a unique ability to take ideas—whether a brand’s mission, a visual reference, or a creative brief—and shape them into thoughtful, cohesive design. With experience across product development, branding, and marketing, I’ve led projects for TJX, Wine Enthusiast, and small businesses alike, blending aesthetics with strategy to bring stories to life. Skilled in working across teams and mediums, I translate creative direction into visual systems, products, and campaigns that resonate. I design with intention, clarity, and cultural awareness—always focused on aligning vision with impact.

SKILLS

- **Design & Technical Tools:** Adobe Creative Suite, Procreate, Shapr3D (CAD), Google Workspace, Asana, Microsoft Office, Keynote, CRM Tools (Pipedrive, Tupelo), Wix Website Builder, Quick to adopt new tools, platforms and systems
- **Communication & Coordination:** Cross-functional collaboration, stakeholder communication, presentation development, buyer-facing material prep
- **Project Execution:** Multi-project timelines, vendor communication, product development tracking, production coordination
- **Creative Strategy:** Visual storytelling, brand development, market trend analysis, client-aligned creative direction

EXPERIENCE

Product Design & Development Lead - *Arlington Designs LLC*

HYBRID - KENSINGTON, CA | OCTOBER 2023 - PRESENT

- **Led seasonal product design for TJX Companies, doubling product selections compared to the previous season, while also developing ongoing product lines for Wine Enthusiast across decor, serveware, and home furnishings.**
- Created trend-based mood boards and Photoshop mockups for original and updated ceramic products, aligning with buyer direction and seasonal merchandising strategies
- Presented collections to buyers, prioritized selections based on feedback, and coordinated sampling across multiple factories based on manufacturing capabilities
- Delivered production-ready artwork, decals, and technical instructions to vendors; maintained cross-quarter tracking to ensure timely development, quality, and SKU accuracy
- Scaled and formalized those internal systems, significantly streamlining team operations and increasing presentation efficiency across seasonal cycles

Product Development Associate - *Arlington Designs LLC*

HYBRID - KENSINGTON, CA | MAY 2023 - OCTOBER 2023

- **Produced high-impact presentation materials and streamlined team operations by improving buyer presentation prep and internal organization —earning increased responsibility and deeper involvement in the design process.**
- Assisted in researching seasonal market trends and assembling mood boards to support new product collections and design direction.
- Created design mockups, physical style boards, and pricing spreadsheets for TJX buyer meetings and internal reviews, ensuring alignment across visual and logistical needs.
- Supported communication with manufacturers on sample revisions and production timelines to ensure execution aligned with creative intent.

Marketing Coordinator - *Liberty Business Advisors*

(PART-TIME) REMOTE - WALNUT CREEK, CA | AUGUST 2024 - PRESENT

- **Generated buyer and seller leads through strategic cold outreach, personalized campaigns, and content marketing across digital platforms — contributing directly to business pipeline growth.**
- Developed and executed marketing campaigns in collaboration with business brokers to expand client reach and increase visibility of active listings
- Created and managed social media content and marketing materials, including Confidential Business Reviews, online listings, and promotional content
- Led outbound email marketing using Pipedrive and Tupelo CRM to streamline lead management, automate follow-ups, and support relationship building with prospective clients

Graphic & Brand Designer - *Marianne Justine Studio*

HYBRID - SAN FRANCISCO, CA | OCTOBER 2016 - PRESENT

- **Created tailored brand identities and visual assets that helped clients launch, grow, and promote their businesses—delivering design solutions that aligned with their mission and increased brand confidence and recognition.**
- Developed logos, style guides, and brand systems for clients across diverse industries, enhancing brand alignment and visibility
- Designed user-friendly websites, digital ads, and social media graphics using storytelling-based strategies to drive engagement and clarity
- Produced marketing collateral including flyers, posters, and promotional materials, ensuring consistency across platforms and strong visual branding

Risograph Studio Assistant - *California College of the Arts*

ON SITE - SAN FRANCISCO, CA | MARCH 2021- MAY 2023

- **Supported a high-volume print studio through equipment maintenance, inventory management, and scheduling — ensuring smooth daily operations and student access during peak academic periods.**
- Oversaw day-to-day Risograph operations, enforced safety protocols, and provided technical training and troubleshooting support
- Managed inventory of printing materials and maintained print quality through regular machine

adjustments and output checks

- Coordinated studio access and documented usage logs, maintenance records, and supply levels; promoted Risograph printing through collaboration and project assistance

Production Assistant - *Smitten Ventures Inc.*

ON SITE - SAN FRANCISCO, CA | OCTOBER 2017 - MARCH 2020

- Inspired the Black Forest Cake flavor and became lead baker for pastries, streamlining baking and decorating techniques while training new team members.
- Supported daily production of baked goods and artisanal ice cream, maintaining consistency and quality control across all product lines
- Prepped large-scale orders for flagship store distribution, optimizing workflow for speed, accuracy, and volume readiness

EDUCATION

California College of the Arts - *Illustration*

ON SITE - SAN FRANCISCO, CA | 2021-2023

City College of San Francisco - *Studio Arts*

ON SITE - SAN FRANCISCO, CA | 2017-2021

LICENSES & CERTIFICATIONS

Art Marketing, Digital Technologies, and Communications

Sotheby's Institute of Art | [CREDENTIAL ID 102673701](#)

Modern and Contemporary and Design Specialization

The Museum of Modern Art | [CREDENTIAL ID YKVB2YHH0FIV](#)