

Gabe Wilson

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Creative Director | Art Director

Award-winning creative director with 20+ years of experience shaping brand identity, leading design teams, and driving visual storytelling across cannabis, lifestyle, fashion, and tech. Recognized with 2 CLIO Awards for brand innovation. Expert at building brands from concept to nationwide expansion, combining strategic vision with hands-on creative execution.

Key Achievements

- 🏆 2x CLIO Award Winner
- 🚀 Scaled a legacy brand from 10 → 300+ SKUs
- 📈 Grew social following 10k → 150k+
- 🌐 Expanded brand presence to 4 states + e-commerce

Professional Experience

Creative Director

Wonderbrett | Long Beach, CA | Apr 2019 – Present

- Built the identity of a legacy cannabis brand, winning 2 CLIO Awards.
- Scaled product line from 10 SKUs to 300+, creating packaging, logos, apparel, and digital assets.
- Directed creative for 20+ events and multiple retail store launches.
- Oversaw photography, content, and visual assets with internal teams and external agencies.
- Spearheaded brand collaborations with industry-leading partners inside and outside cannabis.
- Expanded brand into California, Michigan, Arizona, New Jersey, and DTC e-commerce.
- Managed and grew 3 social accounts from 10k → 150k+ followers.

Senior Graphic Designer

Beyond Marketing | Santa Ana, CA | 2016 – 2019

- Led concept, design, and production for print & digital campaigns across diverse industries: beverage, automotive, music, cannabis, and fitness.
- Delivered high-quality creative including websites, magazine ads, brochures, and event branding.

Art Director & Production Manager

Spin Imaging | Long Beach, CA | 2009 – 2016

- Directed creative for vehicle wraps & large-format graphics for motorsports, aviation, and lifestyle brands.
- Managed 3 designers and coordinated 20–30 projects per week from concept to production.
- Designed, coded, and maintained company website.

Specialist & Lead Creative

Apple Retail | Southern CA | 2004 – 2009

- Delivered workshops and training programs in Apple & Adobe creative software.
- Managed performance, scheduling and training of 8 employees.
- Supported multiple high-profile product launches, including the iPhone and iPod Nano, OS X and more.

Senior Graphic Designer

MAR Worldwide | Irvine, CA | 2004

- Designed six nationally distributed catalogs for Kawasaki motorcycles, vehicles, and apparel.
- Assisted with studio photography, staging and tethered editing.
- Oversaw vendor relations, print production, and press checks.

Art Director

96° in the Shade | Irvine, CA | 2004

- Created brand identity and visual systems for fashion line launch.
- Designed catalogs, website, apparel, and trade show booth for MAGIC Las Vegas debut.

Education

Art Institute of California – Orange County

Associate's Degree - Graphic Design

Associate's Degree - Advertising/Marketing

Skills & Tools

- **Creative Leadership:** Art direction, brand identity, campaign development, cross-functional collaboration
- **Design & Production:** Adobe Creative Suite (Photoshop, Illustrator, InDesign), typography, packaging, print
- **Photography & Media:** Studio & location photography, editing, asset management, content direction
- **Motion & Video:** Premiere Pro, After Effects (working knowledge)
- **Digital & Social:** Social media management, content strategy, influencer/brand collaborations
- **Other:** Strong background in lifestyle branding (music, fashion, cannabis, action sports). Lifelong hiking/camping enthusiast, strong background in skateboarding and snowboarding.