

Grace Futral

BRAND AND VISUAL SYSTEMS GRAPHIC DESIGNER



Contact

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gracefutral.com

A dynamic graphic designer with 6+ years crafting brand identities and packaging systems that scale. 30+ SKUs shipped across coffee, cannabis, and consumer goods. Skilled in brand strategy, dielines, prepress, vendor coordination, and creative systems that drive measurable sales growth.

Work Experience

Iluminar Coffee, Atlanta, GA

Owner & Design Director FEB 2022 - present

- Built a cohesive identity system across 30+ products (bags, boxes, merch) recognized nationally by the Specialty Coffee Association.
- Designed modular packaging system enabling rapid product launches.
- Developed e-commerce, subscription flows, email campaigns (24% conversion rate) retail growth of +43% (2022), +57% (2023), +27% (2024).
- Color, type, and storytelling systems drove 3.4x DTC revenue growth, +22% AOV, +31% repeat purchases

Buds Beans, Middlebury, VT

Owner & Design Director FEB 2022 - DEC 2025

- Rebranded a 20-year-old coffee company, doubling wholesale accounts statewide.
- Managed packaging lifecycle from concept through press checks; ensured brand consistency across SKUs.
- Retail sales growth: +55% (2022), +47% (2023), +22% (2024).
- Ran Bud's Beans while building Iluminar as a separate brand, eventually selling Bud's in 2025.

Flora Cannabis, Middlebury, VT

Brand Developer & Design Lead SEPT 2022 - DEC 2025

- Led flagship identity and retail environment design for Vermont's first recreational cannabis store.
- Created 6+ packaging/product lines with compliant labeling.
- Coordinated with printers for vendor proofing and accuracy.
- Produced in-store signage, weekly retail visuals, and a large-scale mural to support product sell-through.

Bee the Change, Middlebury, VT

Director of Marketing and Media MAY 2019 - SEPT 2023

- Designed seven statewide educational panels and infographics translating ecological + solar concepts into clear, public-facing visuals.
- Coordinated visual communication across stakeholders; grew outreach via social + events for 50+ acres of pollinator habitat.

Selected Clients & Collaborations

- **Wholesale Collaborations** - Designed co-branded packaging for multiple wholesale partners; retail sell-through consistently outperformed all other SKUs.
- **Uncommon Coffee** - Designed merch line that outsold all other retail merchandise
- **LaBarre Pilates (multiple locations)** - Developed complete brand identity system including logos, grid-lock mark, typography, color palette, and font selection.
- **BearSight** - Developed brand kit (logo, typography, packaging concepts) for start-up outdoor gear company
- **Georgia Tech** - Designed infographics for undergraduate educational materials

Skills

Packaging & Production

Dielines & Keylines
CMYK/Spot Color Separations
Prepress & Proofing
Vendor Management & Quotes
GS1/UPC Barcodes

Brand Identity & Strategy

Logo Design
Typography Systems
Color Strategy
Visual Storytelling
Layout & Composition
Go-to-Market Strategy

Software

Adobe Creative Suite
(Illustrator, InDesign, Photoshop)
Squarespace
Figma

Professional

Client & Stakeholder Communication
Cross-Functional collaboration
Project Management
Presentation Design

Education

M.A. in Graphic Design and Visual Experience

SCAD, Atlanta, GA

GPA 4.0, Expected Spring 2027

B.A in Geography and Environmental Science

Middlebury College, Middlebury, VT

GPA 3.8, Class of 2021

Magna Cum Laude

Honors

Specialty Coffee Association

Coffee Design Awards Finalist 2021