



Don Holmquist

Contact

530.923.6504

d@donholmquist.com

Portfolio

donholmquist.com

Strategic Brand & Creative Partner

Helping ambitious companies earn the brand they grow into.

Executive Profile

Growth creates value. Brand determines how much of that value the market recognizes.

Strategic brand and creative leader with 23+ years aligning business strategy, creative direction, and execution across enterprise and founder-led organizations. Builds brands, campaigns, and scalable creative systems that clarify value, accelerate growth, and keep teams moving at speed.

Experience spans gaming, hospitality, entertainment, consumer products, government, healthcare, finance, political campaigns, retail, and emerging technology.

Business Impact

23+ Years Creative Leadership

\$300M+ Annual Revenue Supported

8,000+ Creative Assets Produced Annually

1,000+ Concerts & Enterprise Campaigns

40–60 Concurrent Projects Managed

200%+ Sales Growth Through Brand Transformation

Expertise

Brand Strategy ▪ Creative Direction ▪ Market Positioning ▪ Creative Operations ▪ Marketing Strategy
Executive Partnership ▪ Business Development ▪ Cross-Functional Leadership ▪ Campaign Strategy
Brand Identity Systems ▪ Packaging ▪ Website Strategy ▪ Environmental Graphics ▪ AI Integration

Professional Experience

Founder & Creative Director, Islandtwig, June 2019 – Present

Strategic creative consultancy partnering with founders and executives to position, launch, and scale brands.

- Led brand strategy and creative direction across identity, packaging, websites, advertising, campaigns, and AI-enabled content systems.
- Repositioned brands around clearer value, stronger differentiation, and more compelling customer experiences.
- Directed confidential creative for regional political campaigns, aligning candidates, consultants, and key stakeholders.
- Managed business development, proposals, budgets, client relationships, and end-to-end project delivery.
- Integrated AI into research, ideation, production, and content workflows to increase speed without sacrificing originality.



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Professional Experience

Graphic Designer, Thunder Valley Casino Resort, November 2013 – February 2026

Enterprise Marketing • Creative Operations • Brand Management

Led day-to-day creative execution for one of California's highest-performing casino resorts across gaming, hospitality, entertainment, hotel, dining, retail, promotions, and special events.

- Translated marketing objectives into integrated campaign systems across print, digital, environmental, outdoor, signage, and large-format applications.
- Maintained brand consistency across departments, audiences, promotions, and revenue streams while adapting creative to rapidly changing business needs.
- Built and refined templates, production standards, and high-volume workflows that accelerated delivery and reduced friction.
- Partnered with executive leadership, internal teams, vendors, and external agencies from concept development through final production.
- Balanced long-range campaigns with rapid-response promotions, last-minute revisions, operational requirements, and immovable launch deadlines.

Packaging Designer & Marketing Strategist, Cousins Distributing Inc., August 2010 – January 2020

Led packaging development and integrated marketing for nationally distributed consumer products.

- Developed packaging, labels, product identities, retail merchandising, sales collateral, trade show materials, and marketing campaigns.
- Translated sales, technical, regulatory, production, and logistics requirements into clear consumer-facing solutions.
- Managed projects from concept development through print procurement, manufacturing, and retail launch.

Transportation Security Officer, Department of Homeland Security, June 2006 – November 2013

Operated within a mission-critical, highly regulated environment requiring precision, sound judgment, and calm under pressure.

- Executed security and compliance procedures while coordinating across multidisciplinary teams.
- Built operational discipline, communication, and decision-making skills that continue to inform leadership work.

Selected Achievements

Bronze Award • 2017 VFW Publications Contest for The California Veteran Magazine

Winner • Change 2009 Mural Competition, The Art Institute of California – Sacramento

Education

Bachelor of Science in Graphic Design

The Art Institute of California – Sacramento, March 2011

Graphic Communication Career Certificate

Sacramento City College, August 2006

Technology

Creative • Adobe Photoshop, Illustrator, InDesign, After Effects, Premiere Pro and Affinity.

AI & Emerging Technology • Replit, ChatGPT, Claude, Midjourney, Firefly, Runway, Cursor and Lovable.

Business & Production • Google Workspace, Microsoft Office, InCopy, Dreamweaver and QuarkXPress.