

SAM MACINTYRE

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I'm a skilled, **graphic designer** who loves working with **brands** to design stand out **packaging**. An inquisitive problem solver, my experience covers all stages of the design process from **concept development to final print**, as well as providing **art direction** & overall **project & stakeholder management**. I successfully drive projects, producing **high quality, creative designs** with some of the biggest names in **food, drinks** & **retail** around the world.

GET IN TOUCH

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PORTFOLIO

sammacintyre.com

EXPERIENCE

Packaging Graphic Designer

Jan. 2020 - Mar. 2021

Target Australia, Retail, target.com.au

Melbourne, Australia

Worked with teams across the business developing apparel and beauty packaging.

- Successfully managed the roll out of own brand beauty packaging redesign, building out the style guide & artwork templates across various pack formats & providing art direction & management of internal stakeholder approvals for upwards of 200 SKUs across 6 local suppliers.
- Simplified Target Main Range sew-in labels, resulting in consistency in size & colour across all apparel departments, & reducing label job numbers in the system by 90% allowing for more efficient allocation to products & cost savings when forecasting.
- Refreshed MAXX brand packaging in children's underwear & sleep, & extended packaging artwork into socks contributing to 75% increase in department sales vs LY.

Freelance Graphic Designer

Mar. 2019 - Jan. 2020

Various Clients - Examples below

Melbourne, Australia

- **APR Creative - Creative Agency, aprcreative.com.au**
Regular freelance support across everything from packaging concept development, print layout design, creation of digital assets & motion graphics.
- **The Animals - Creative Ad Agency, theanimals.com.au**
Creation & roll-out of key visuals across print & digital.
- **Moose Toys - Toy Industry, moosetoys.com/au**
Assisted packaging concept development for Treasure X Fire vs Ice & Treasure X Aliens.

Graphic Designer

Mar. 2016 - Dec. 2018

Lightbody Ventures, Food Industry, lightbodyventures.com

Glasgow, UK

Designed packaging & sales support material for licensed food products across various high profile brands.

- Was brand guardian for all packaging & sales support material for the \$15m Hershey Company licensed bakery product range in the USA. I designed all artwork & managed approvals with Hershey to ensure everything adhered to their strict brand guidelines.
- Designed packaging for Disney Kitchen toddler snacking range, contributing to attainment of Mumsnet Rated license (a first for the toddler snacking category) & The Grocer New Product Award for "Apple Fruity Bakes".
- Introduced artwork sign off procedure to ensure output was 100% accurate & had always been sighted by the appropriate parties before going to print.

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EXPERIENCE

Packaging Technologist

Sep. 2015 - Mar. 2016

Beam Suntory UK Ltd, Whisky Industry, beamsuntory.com

Glasgow, UK

Assisted the development of packaging components for Scotch Whisky brands.

- Identified inconsistencies in typesetting across Laphroaig Lore packaging. Organised meetings between the separate agencies working on the packaging to ensure text was consistent across all SKUs.
- Organised bottling line trial for Laphroaig Lore, the outcome of which allowed critical decisions to be made on the pack format & the project to be delivered on time.
- Coordinated early supplier meetings & built out packaging development critical paths, assisting in the successful delivery of the high value Black Bowmore 50 Year Old whisky - worth £16,000 per bottle.

Product Designer

Oct. 2014 - Jul. 2015

Worlds Apart (now Moose Toys UK), Children's Products

Newquay, UK

Designed artwork using licensed style guides for various children's products including pop-up tents & ReadyBed® blow up beds. Licenses worked with included Disney Frozen, Despicable Me & Paw Patrol.

EDUCATION

MEng (Hons) Product Design Engineering, 2:1

University of Glasgow / The Glasgow School of Art