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EXPERIENCE

PhatMojo, LLC.

07.10.2018 - Present

Los Angeles, CA/ Remote
Packaging Design Manager

Led end-to-end development of collectible and toy packaging, including dielines, structural design, print-ready artwork, CMF exploration, mockups, and 3D renders — ensuring packaging aligned with brand identity guidelines and licensed IP requirements.

Created full visual systems and packaging style guides, developing cohesive branding, graphic assets, iconography, typography, and illustration work across multiple product lines to maintain brand consistency and shelf impact.

Managed cross-functional workflows across product development, marketing, sourcing, manufacturing, and licensing, ensuring accurate approvals, on-time handoff, and seamless execution from concept through production.

Oversaw vendor communication and factory coordination domestically and internationally (including on-site visits). Reviewed proofs, validated samples, ensured print accuracy, and confirmed manufacturability against production constraints.

Promoted to Packaging Manager in 2025; supervised and mentored junior designers, delegated projects, reviewed packaging art files, and upheld Funko-level quality standards for retail, big-box, and specialty channels.

Balanced creative packaging design with practical manufacturing, adapting assets for multiple SKUs and exclusive variants, ensuring accuracy across multilingual, age-grade, and legal requirements.

Directed in-house photography, renders, and digital assets for ecommerce and retail — supporting online listings, marketing launches, and collector-focused product storytelling.

Expanded scope to include product development, coordinating prototyping, sourcing, feasibility reviews, QC, and production-ready file prep aligned with partner approvals and retailer expectations.

Kellogg and Huntley Galleries

04.01.2015 - 04.05.2018

Pomona, CA
Graphic Designer

Designed marketing collateral for the university art gallery, including digital and print materials promoting upcoming exhibitions and events across Cal Poly Pomona. In addition to graphic design duties, provided on-site support by assisting with gallery operations, visitor engagement, and the installation and deinstallation of artwork.

EDUCATION

California Polytechnic State University, Pomona

Bachelor of Fine Arts in Graphic Design
Minor in Art History

SKILLS

Brand Identity Design
Graphic Design
Packaging Design
Creative Direction
Typography
Editorial Design
3D Rendering
Time Management
Prototyping

INTERESTS

Vintage Toys
Vintage Band Tees
Sneakers
Music Lover
Design Geek
Lover of Classical and Contemporary Art
Local art gallery enthusiast