

SENIOR PACKAGING DESIGNER

Summary

Senior Graphic Designer seeking an opportunity to enhance your creative. Extensive experience designing consumer packaging, branding, front end web design and print collateral cross industry. Achieve success by research, innovation and time management. Highly skilled at translating marketing and business objectives into creative solutions. Ability to direct, supervise, mentor and take direction when working within a team.

Highlights

- Strong design sense
- Conceptual thinker
- Design strategy
- Brochures and catalogs
- Adobe CC Suite
- Expert photo retoucher
- Website enhancement
- Resourceful researcher

Accomplishments

Formulated and designed packaging standards for Black and Decker® Worldwide.

Experience

01/2013 to Current

Senior Packaging Designer L Brands 1/4 Pembroke Pines , FL

- Produced packaging for domestic and international markets.
- Designed unique print materials, including recipe books, brochures and logo designs.
- Collaborated with a team of designers to offer improvements and direction.
- Contributed ideas during strategic and conceptual brainstorming sessions.
- Adhered to all corporate brand guidelines when preparing graphic materials.
- Recommended techniques, methods and media best suited to produce desired visual effects.
- Developed creative graphics that simplified complex messages.

01/2011 to 01/2012

Freelance Designer

- Design and Production for Sunbeam®, Oster®, Rival®, Foodsaver® Brands, Jarden Consumer Solutions.
- Web, Digital and Social Media, Direct Mail, Signage and Advertising Collateral, GL Homes Realtor.
- Branding and Production Artist, Auto Nation.

01/2005 to 01/2011

Team Leader Michaels Stores

- Designed consumer packaging, established brand standards and guidelines for all Black and Decker® small appliances, Littermaid®, Farberware®, Toastmaster®, and Clear2O® Water brands.
- Managed 3 Staff Designers, Maintained Brand Integrity, Developed Procedural Enhancements to Maximize Department Output and Efficiency Resulting in Added Company Profits.
- Recommended Packaging and Digital Media Trends, Attended Creative Conferences as a Resource for Company Growth.

Art Director

- Web Design, Photo Shoots, Retouching, Logo and Dieline Development, Recipe Books, Catalogs.

Education

S.U.N.Y 1/4 City GPA: Cum Laude Cum Laude

Languages

Bilingual Spanish and English

Skills

Adobe CC Suite, Mac Technical Support, Front End Web Design,