

KELLI GARNETT

CREATIVE ARTWORKER



CONTACT

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EDUCATION

Fashion Institute of Technology




New York City, NY

Bachelor of Fine Arts

Packaging Design

Graduated 2008 - Magna Cum Laude

SKILLS

- Adobe Creative Suite
 -  Illustrator
 -  Photoshop
 -  InDesign
- Understanding of different print processes: lithography, flexography, gravure, & garment labels
- Experience in Workfront & Asana
 - Enthusiastic team player with interpersonal skills
- Intermediate snowboarder
 - Peloton cyclist

HELLO

Highly organised creative artworker with 10+ years of experience working in packaging and branding in agency and corporate environments.

WORK EXPERIENCE

Tatcha | Freelance Production Artist | Aug - Oct 2020

- Assisted in the re-design roll out of core products and third party collaborations — approximately 50 to 75 files
- Created final dielines for an array of gift sets and paper packaging
- Managed deadlines of multiple projects simultaneously
- Retouched product photography for final use on packaging

Gap Brand | Sr. Digital Production Artist | 2013 – 2017

- Completed system re-designs of Gap Brand subdivisions: Gap Denim, Adult, GapKids, babyGap, Love by Gap, & GapFit — approximately 200 files
- Created seasonal holiday and licensed collaboration packaging & labeling: Disney, Ellen Degeneres, GQ, Kate & Jack Spade, Marvel
- Advised and onboarded co-workers, taking the lead on larger projects and re-design initiatives as well as delegating work
- Created final dielines for an array of gift sets and paper packaging
- Reviewed vendor proofs for content, color, and extensions

United Dsn | Production Artist | 2011 – 2013

- Independently owned production design of national and private label accounts, including REI, Welch's, and private grocery and pharmacy brands
- Extended final designs to additional flavours and offerings with attention to detail as production ready files
- Participated and led meetings, including design WIP's, client reviews, and pre/post-production discussions with pre-press suppliers/printers
- Created brand guidelines for SOG Knives, REI, and CVS
- Composited and retouched final imagery and created quality renderings

CBX | Production Artist | 2009 – 2011

- Finalised design files for production of major national brands and private label accounts such as Dr. Scholl's, Mars M&M's, Meow Mix, Kibbles 'n Bits, as well as major pharmacy & retail store brands
- Worked seamlessly with a larger team and delegated to freelancers
- Utilised client and vendor specific web systems and processes for routing and releasing files