



### **Summary:**

I am a senior packaging designer with excellent design concepting skills and ability to flesh them out to final products, as well as some digital design experience. I lead junior designers, present to clients, attend research and photo shoots, and brainstorm with teams. I love to learn and always find ways to grow and develop new skills.

### **Employment History:**

#### **Senior Designer (freelance), Blistex, Oak Brook, IL**

**Current**

I distilled over 70 years of brand development to create a comprehensive and inspirational style guide for this leading health and beauty brand. I drove viewership on their Facebook page with beautiful, creative promotional animations, and designed strategically focused packaging and displays for new products.

#### **Senior Designer (freelance), Hugaard Creative, Chicago**

**Current**

I developed packaging concepts for Quaker Chewy Granola Bars, pushed out Life Cereal into seasonal concepts, created large P.O.S. displays for Gatorade, and extended Quaker Oats packaging from Retail into Club. Designed packaging and point of sale for Aunt Jemima, Cap'n Crunch, and many other Quaker products.

#### **Design Director (freelance), Bluedog Design, Chicago**

**Current**

I led strategic projects with logo and corporate toolkit development, creating conceptual sketches and bringing them to life for research, and concepting additional design activations from environmental to point of purchase; presented work to clients.

#### **Associate Design Director, Thompson Design Group, San Francisco**

**10 years**

I created original, strategically focused concepts for national brands including Fancy Feast, Häagen-Dazs, Slim Jim, Nestlé, Dole, and Blue Diamond. I art-directed photographers and illustrators; attended photo shoots; and designed and helped maintain the company website. I presented work to clients and directed other designers.

#### **Senior Designer, TDC | The Design Company, San Francisco**

**2 years**

I executed the complete redesign of RadioShack's house-brand packaging system (from the decade-old Landor design), and created a 75-page book of packaging guidelines for in-house production. Created design concepts for clients including Bud Light, Chicken of the Sea, Wrigley's, McDonald's, and BNSF Railroad. Met with clients to explore brand values and market positioning as a basis for design, and helped implement and oversee qualitative research studies.

#### **Designer, SooHoo Design, San Francisco**

**2 years**

I developed and produced PC Game logos, P.O.S. displays, and package designs for gaming clients LucasArts and EA. Created the logo for The Sims, one of the most popular titles in PC gaming history; designed displays and standees for Star Wars and Raiders of the Lost Ark game titles. Designed and illustrated labels for refrigerated dessert packages. Dealt directly with clients and vendors to manage projects.

#### **Designer (freelance), Galoob Toys, San Francisco**

**1 year**

I designed toy packaging for the nation's third largest toy company (now owned by Hasbro). Developed the design and packaging system for The Spice Girls dolls and accessories. Created logo concepts for Pound Puppies toys, extended Star Wars packaging into new product lines, and designed packages for Micro Machines toy vehicles.

### **Education:**

San Francisco State University • MBA

Art Center College of Design • BFA

California State University Long Beach • Major in Graphic Design

Ventura College • AA Graphic Design