

WORK EXPERIENCE

Graphic Designer, Freelance/Contract Work 2019 - 2022

Senior Graphic Designer, Epoca International, Inc. Boca Raton, FL 2018 - 2019

- Tasty brand: Created all aspects of packaging for 25 cookware sets, 28 bakeware pieces, 2 cutlery sets, 14 kitchen gadgets and 5 CDU store displays. Illustrator used for package design, CDU layout, icons, instructional manuals and line art. Modified dielines using Illustrator. Edited cookbooks using Indesign. Directed photography and used Photoshop for final retouch. Created supporting collateral for social media, web banner ads, point of purchase displays, in-store retail display mockups, sell sheets and other printed collateral.
- Primula brand: Created all aspects of packaging for 2-in-1 coffee and tea maker, 1 tea steeper, 1 water fruit infuser and 10 tea kettles. 5 instructional manuals and line art all created in Indesign or Illustrator. Created two patterns for water bottles working closely with Industrial Design team specifications. Created pallet displays for 2 coffee makers. 3 holiday boxes created for QVC Network using Illustrator. 4 product hangtags created using Illustrator. Directed photography and used Photoshop for final retouch. Created mockup packaging. Created supporting collateral for social media, web banner ads, point of purchase displays, in-store retail display mockups, sell sheets and other printed collateral.
- Laroma brand: Created all aspects of packaging for 4 popcorn makers and 4 instructional manuals. Illustrator used for package design and line art. Instructional manuals produced in Indesign. Directed photography and used Photoshop for final retouch.
- Cooking Light brand: Created all aspects of packaging for 75 cookware pieces, 30 bakeware pieces, 75 kitchen gadgets and 2 CDU store displays. Illustrator used for package design, CDU layouts and dielines. Created different style variations for outlets such as Publix, Ross and Walmart. Directed photography and used Photoshop for final retouch.
- Ecolution brand: Created all aspects of packaging for 50 cookware pieces, 10 kitchen gadgets and 2 CDU store displays. Illustrator used for package design, CDU layouts and dielines. Created color variations of kitchen gadgets using Photoshop for presentation to Merchandising and Industrial Design teams. Directed photography and used Photoshop for final retouch.

Graphic Designer, Jarden Consumer Solutions, Boca Raton, FL 2007 - 2017

- Oster Hair Clippers and products: 6 printed catalogs using Indesign, created all aspects of package design for 23 products using Illustrator or Indesign for package layout, created icons and logos in Illustrator. Photography shot using Canon Mark 2 camera, Capture 1 image software and Photoshop for final retouching. Created supporting collateral for web banner ads, point of purchase displays, in-store retail display mockups, sell sheets and other printed collateral.
- Jarden Consumer Solutions: 8 Corporate Social Responsibility Reports, 5 internal brochures, 8 on site posters, 4 web logos, 8 not for profit newsletters, 6 internal company quarterly newsletters, 5 powerpoint presentations, 2 corporate t-shirt designs using Indesign for page layout, Photoshop for image retouching and Illustrator for logo designs and vector artwork.
- Hydrosurge brand: 5 print ads, 7 pet shampoo bottle labels, 10 trade show products signage, 2 trade show displays using Indesign for page layout, Illustrator for signage and displays. Photoshop was used to retouch stock photography and product images.
- Sunbeam brand: 4 heating pad package designs, 25 model/product shots, 50 product shots, 10 photoshoots art directed. Used Indesign for package template layout, created icons and logos in Illustrator. Photography shot using Canon Mark 2 camera, Capture 1 image software and Photoshop for final retouching.
- Oster Professional Products brand: 6 printed catalogs, 22 magazine ads, 4 brochures, 2 t-shirts using Indesign for page layout and Photoshop for image retouching.
- Bonaire brand: 7 print ads, 2 brochures, 35 trade show products signage using Indesign for page layout, Illustrator for signage and displays, Photoshop was used to retouch stock photography.
- Foodsaver brand: 4 box insert coupons, 2 instore display carts, 2 instore end of aisle displays. 150 product images shot in kitchen/food environment and silhouetted. Indesign used for coupon layout and template layout for display carts. Rendering of graphics instore and on carts done with Photoshop. Photography shot using Canon Mark 2 camera, Capture 1 image software and Photoshop for final retouching.

EDUCATION

Palm Beach College
AS Graphic Design
AA Commercial Art

SOFTWARE

Adobe Photoshop, Illustrator, Indesign, Lightroom, Premiere, Acrobat, Microsoft Word, Powerpoint, Capture and Ableton Live Suite