



ASSOCIATE PRODUCT DESIGN MANAGER, BRANDING + PACKAGING

Disney
 Parks, Experiences & Products
 July 2021 - Present
 Glendale, CA

Support and manage online product approval and act as brand guardian ensuring that packaging designs adhere to Disney brand guideline strategies and different tiers of the value pyramid.

Executed product and licensed packaging approvals through online systems. Ensured high quality standards in character execution, in-depth storytelling, color, materials. Collaborated with internal partners, external partners and licensee's to design and approve all products.

Selected Achievements:

- Created compelling product packaging concepts.
- Developed and designed product mock-ups, compile line sheets for line reviews, layout creative presentations, and retail pitch decks.

DESIGNER

360 Solutions
 November 2020 - July 2021
 Remote

Support streaming digital platforms in creating assets to promote their content.

Work as a team to create assets such as logos, emailers, TV screen fills, thumbnails, and digital graphics for global usage.

Selected Achievements:

- Maintaining consistency, while maintaining quick velocity under tight deadlines.

SENIOR GRAPHIC DESIGNER, PACKAGING

Hasbro
 November 2019 - May 2020
 Burbank, CA

Support packaging team on new Disney Princess fashion dolls from concept through to production.

Collaborate as a team with designers and marketing to develop innovative packaging elements. Work on concept following processes that includes, following all guidelines, packaging mock ups, assist in photoshoots for packaging images, worked with vendors and China team to ensure price points are met, present designs to Disney and prepare files for production.

Selected Achievements:

- Created new artwork for Disney to use on their platforms.

SENIOR GRAPHIC DESIGNER/ PHOTOGRAPHER

Menchie's Frozen Yogurt
 May 2015 - October 2019
 Encino, CA

Complete various artistic projects efficiently and accurately for growing, award-winning frozen yogurt franchise.

Collaborate with marketing team to develop bi-weekly, monthly, and local store marketing materials. Develop customer experiences using layout techniques, style guides, color schemes, user interface graphics, and icons. Create animation, signage, and various print and digital materials. Use variety of mediums to enhance visual elements. Manage, identify, and report progress and determine challenges to project execution. Ensure files meet production guidelines for print and web.

Selected Achievements:

- Designed innovative new website to replace outdated website.
- Managed various projects and collaborative efforts with other companies and brands.
- Found innovative ways to reduce monthly kit costs, by improving print collateral.
- Pioneered Flavor of the Month photography for business, including creating actual physical product and taking appealing still life photos of product.

SENIOR GRAPHIC DESIGNER/ PHOTOGRAPHER

Midici The Neapolitan
 Pizza Company
 May 2015 - October 2019
 Encino, CA

Design materials from concept to completion for authentic Neapolitan pizza company, developing smart, strategic, and creative solutions that are inspirational and brand consistent.

Manage all graphic design operations, including marketing email blasts, photography, social media, and design & management of website. Produce marketing materials, including packaging, web design, UX/UI design, presentations, menus, indoor and outdoor signage, and all company graphics needs. Oversee multiple projects and all photography shoots, preparing product and coordinating shoot site.

Selected Achievements:

- Collaborate with VP of Brand Strategy and CMO to promote consistency in marketing efforts and promotional launches.
- Improved social media presence through professional photography.
- Devised an editable PDF document for Operations Department to edit and create customized menus for fast-growing franchise.

