



 @Stickerparty
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Lead graphic designer at Townleygirl and freelance Illustrator responsible for daily graphic design content for a medium-sized firm. Worked regularly on graphic, layout, and production materials. Developed 200+ graphic design and illustration projects (logos, brochures, packaging, editorials, graphic tees).

EXPERIENCE

LICENSING GRAPHIC/PRODUCT DESIGNER, Dreamgro/Enchante

Nov.2021 - Sept. 2022, New York,NY

- Worked with licensing style & compliance guides (CoComelon, Blippi, Little Tykess..), working with them to create dynamic product and graphics
- Brand Idealization & logo Development
- Created detailed licensing submission forms, Techpacks, comment and sample approval forms.
- Created product catalog, product/trade show/market displays
- Revise any concept images as needed based on licensor comments & pricing adjustments.
- Photography editing for sales team, product and lifestyle images.

GRAPHIC DESIGNER, Townleygirl Inc

Nov.2019 - Nov.2021, New York,NY

- Created designs based on assortments and direction as determined by internal and external program planning.
- Spec-ed out CADS for China in a clear manner for product execution & easy transmission of production.
- Revise any concept images as needed based on licensor comments & pricing adjustments.
- Design products based on a variable of factors (cost, innovation, customer, design, sourcing of new components).
- Continue to explore market bringing on trend, relevant & innovative ideas to our individual product/brand lines.
- Worked with licensor(Disney, MGA, Hasbro, Universal...) at the beginning of each season to understand packaging & style guide direction.

JUNIOR GRAPHIC DESIGNER, Freeze CMI

Apr. 2016 - Nov. 2019, New York, NY

- Designed original licensed, non-licensed art & logos
- Trend forecasting & style/mood boards for meetings and presentations
- In-house Illustrator & designer on Junior licensed woman's team
- Preproduction for sampling, color coordination, & textiles
- Work directly with major retailers such as Urban Outfitters, Forever 21, H&M, Hot Topic, Macy's, JCP & Target

FREELANCE ILLUSTRATOR/ DESIGNER

Dec. 2010 - Present, New York, NY

- Responsible for branding, print, Gif animation, illustration, and design for a large array of clients including Wall Street Journal, Sixpenny, HipsterJew, & King-brown Magazine
- Branding, advertising, design & art for musicians, stylists, local businesses, and publishing
- Worked on quick,overnight projects as well as long term deadlines, both on-site and off-site

EDITORIAL ILLUSTRATOR, MOTHERBOARD/ VICE Media

Jun. 2017 - Feb. 2018, New York, NY

- Freelance for a series of editorials for Tech division
- Worked with Art Director on editorial content
- Coordinated with editorial team and writers on visual story

SOFTWARE

PHOTOSHOP	FLASH	BRIDGE
ILLUSTRATOR	AFTER EFFECTS	MICROSOFT OFFICE
INDESIGN	LIGHTROOM	(LEARNING DIMENSION CURRENTLY)

SKILLS

DIGITAL ILLUSTRATION	STATIONARY	EDITORIAL
LOGO DESIGN	SCREENPRINTING	COMICS
GRAPHICS	APPAREL	ANIMATION

EDUCATION

UNIVERSITY OF THE ARTS,
2007 - 2011, PHILADELPHIA, PA
BFA IN ILLUSTRATION

SCHOOL OF VISUAL ARTS
2007 - 2009, NEW YORK, NY
CON ED. GRAPHIC DESIGN/ILLUSTRATION