





Hello

CONTACT

-  Fairfield, Connecticut
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EDUCATION

CAL STATE NORTHRIDGE
BACHELOR DEGREE IN ART
DEANS LIST

CONTINUED EDUCATION:
SANTA MONICA COLLEGE
AUTODESK MAYA

STUDIO ARTS
ENVIRONMENTAL DESIGN
RHINO 3D

EXPERTISE

Consumer Packaged Goods
P.O.P. Retail Design
Tradeshow Design
Typography
Structural Design
3D Rendering
Print Production
Graphic Design
Branding
Package Design

MELISSA R. HOLMES

DESIGN MANAGER - CPG

ABOUT ME

Graphic Designer with expertise in packaging, tradeshow and retail design. Experienced working with a variety of Consumer Packaged Goods and Intellectual Property initiatives.

WORK EXPERIENCE

NOV. 2016-
CURRENT **Design Manager - Marketing & eCommerce**
Melissa & Doug- Wilton, CT

- Design and execute print assets for traditional Point of Sale marketing including: packaging inserts, new product launch assets, print ads, and retail POS.
- Art direction and creation of eCommerce assets for promotional events including: email, display banners, content within video assets, and site content for MelissaAndDoug.com
- Assist with in-house photo and video shoots
- Edit and format product imagery for placement on website, e-mail campaigns, and in advertising materials

NOV. 2014-
NOV. 2016 **Art Director - Packaging, Retail & Tradeshow**
Storebound - New York, New York

- Oversee Packaging Department: Design dielines, package graphics, layouts, logos and color schemes for all development lines.
- Lead Design Manager for all tradeshow events; Oversees all outside services including printing, large format signage, structure builds, etc.
- Developed and implemented a new streamlined photography and file management process.
- Art directed still life and lifestyle photo shoots of each product. Edited RAW files for print production.
- Handled multiple assigned projects with various fluctuating priority levels and short deadlines.
- Responsible for development of all retail P.O.P. Displays, including creating mock up samples and 3D renders for client presentations.
- Collaborate daily with Marketing, Product, Sales, Foreign Printers and Factories.
- Introduced brand standard and creative styleguide to create cohesive branding across multiple categories.

TECHNICAL SKILLS

PHOTOSHOP

ILLUSTRATOR

INDESIGN

KEYNOTE

MS WORD

BLENDER

MAYA

RHINO

PERSONAL SKILLS

DETAIL ORIENTED

PROACTIVE

ORGANIZED

TEAM COLLABORATOR

COMMUNICATOR

SOCIAL



LINKEDIN.COM/IN
/MELISSARHOLMES



INSTAGRAM.COM
/CUTANDCONNECT



HELLOMRHOLMES.COM

WORK EXPERIENCE [CONTINUED]

MAR. 2011-
SEPT 2014

Senior Package Designer

Jakks Pacific- Malibu, California

- Creative Services for boy's licensed division: Star Wars, Godzilla, Nintendo, DC, Smurfs, Power Rangers, Pokemon, Slugterra, and Real Steel.
- Ideated and developed packaging, branding and graphic assets as outlined by overall brand strategy.
- Collaborated with licensors on development of brand styleguides for use across all global partners.
- Responsible for concept, design, and execution of brand showrooms for quarterly Toy Fairs as well as Licensed conventions.
- Managed a team of Designers and Junior Designers.

DEC. 2010-
MAR. 2011

Creative Circle-Freelance Designer

Talbot Designs- Westlake, California

- Head designer for food and restaurant branding. Working directly with CEO and clients to launch new brands.

MAY. 2010-
NOV. 2010

Freelance Designer

Mustang Marketing- Thousand Oaks, California

- Marketing resources, front end web development, billboard design and direct mail packages for local and non-profit companies

JAN. 2010-
MAY 2010

Freelance Designer

Hamagami & Carroll, Inc.- Santa Monica, California

- Designer for Video Game packaging, graphic asset, and branding guidelines for properties such as Shrek, Street Fighter, Skylanders.

AUG. 2009-
DEC. 2009

Freelance Designer

Du Puis.- Westlake, California

- Designer for new launch of packaging styleguides in the food and beverage industry: Farmer John meat products, Don Francisco's Coffee, Dole, and Keebler Cookies.
- Concept design, 3D Renders and visual creation for client presentations .

INTERESTS & HOBBIES

WOODWORKING

FURNITURE DESIGN

INTERIOR DESIGN

PAINTING

DESIGN CONSULTING

HOME RENOVATIONS