

## Experience

### Packaging Designer ► Senior Packaging Developer

Make It Real

June 2022 – Present

Diving back into the toy industry, I've once again found myself in a fast-paced, highly dynamic role developing solutions covering both engineering and design. Collaborating with Product Designers, Logistics, Quality Assurance, and Marketing disciplines, I am continuing my snowballing expertise in retail packaging as well as producing packaging artwork for multiple brands.

- Real-time packaging development in tandem with new product design
- Producing prototypes exploring creative directions while optimizing materials for increased sustainability, reduced waste, and competitive brand presence
- Guiding suppliers and factories to ensure proper mass-production quality
- Press-friendly technical setup skills required for fast and easy mass production

### Packaging Designer

Emmerson Packaging

November 2020 – June 2022

Expanding my reach into flexible packaging, I've gained a highly technical understanding of designing for flexo printed and formed polymer films. Heavily involved in ensuring manufacturing accuracy through precision dieline design, I set the stage for intuitive, designer-friendly print layouts for high-speed mass production.

- Overhauled company wide dieline master layout standards for dimensional accuracy, visual clarity, and streamlined customer QC experience
- Coordinated with press and converter operators ensuring successful print and forming trials
- Worked with international customers developing package sizing, optimization on different bag machines and prototyped samples

### Pre-press Assistant ► Structural Package Designer

ORB Toys

March 2017 – March 2020

Covering much more than the titles suggest, I had a wide gamut of responsibilities collaborating with product designers in one of the fastest and most demanding work environments in the toy industry.

My diverse experience at ORB Toys immersed me in market research, product concept exploration, creative structural design engineering, prototyping, and efficiency-driven refinement stages while under intense timelines. My time here was spent carving out a position that offers a blend of both engineering and artistic abilities, elevating the capabilities of the company.

- Product packaging and shelf display dieline design development, engineering, prototyping, and refinement, and strategic cost planning on a variety of substrates for factory mass production
- Production design and formatting for large-scale tradeshow graphics and printing in on-site printshop
- Extensive pre-press processing for press artwork handoff
- Printshop workflow using Esko i-Cut Production, Esko Layout Essentials, and Onyx RIP-Que software
- Operation and maintenance of Epson large format printers and Esko Kongsberg CAD cutting table operation

### Graphic Designer

Stewart McKelvey

May 2011 – October 2015

Collaboratively working within a marketing team, I helped strategically develop, design, and deliver both internal and client-facing promotional content. Driving business development to specific areas of law as well as establishing a strong brand presence in the wake of a total corporate rebranding prior to my arrival was at the core of my role. Much of the content I found myself developing required me to interpret multiple changing business objectives and creatively express my ideation into marketing concepts for proposals to the team.

- Establishing branding identity standards on a wide range of marketing collateral
- Developing strategically targeted brochures, booklets and advertising campaigns with Marketing Coordinators and Marketing Directors
- Designing and developing web content, client newsletters, event materials and HTML Email communications
- Managing print projects through all production and coordination stages

## Technical skillset

- 15+ years experience in Adobe Creative Suite core applications:
  - Photoshop
  - Illustrator
  - InDesign
- Basic experience in Adobe Creative Suite applications:
  - Dimension 4 years
  - Premiere Pro 4 year
  - After Effects 2 year
- WordPress web design platform customization using UX builders and WooCommerce product integration
- High volume printshop workflow software and hardware:
  - Esko Layout Essentials software
  - Onyx RIP-Que software
  - Epson Large Format Eco-solvent printer operation
  - Esko Production Console software
  - Esko Kongsberg CAD cutting table operation
- Advanced DSLR camera and lighting equipment operation shooting in both studio and on-location situations

## Education

### Studio Product Photography | Halifax Photography Classes

*February – April 2018*

Focusing on the in-depth theory and hands-on practice of professional product photography, I gained a deeper understanding of studio lighting and modifiers to capture beautiful support assets for product marketing and e-commerce.

### Digital Photography – Beyond the Basics | NSCC

*January – April 2014*

Explored advanced techniques including off-camera flash and controlling lighting methods for both studio and on-location environments.

### Graphic Design | NSCC

*September 2009 – June 2010*

Focused, in-depth study and practice of typography, web design, Flash animation, pre-press file management, and group collaborations working with real clients needing identity re-brands, logo design, and developing creative briefs addressing their goals.

### Applied Communication Arts | NSCC

*September 2008 – June 2009*

Introduced to and practiced the spectrum of applied arts, including illustration techniques, digital and film photography, design, and mixed media studies.