

Overview

Creative and technical Structural Packaging Designer with over 7 years of experience in consumer packaged goods, specializing in the toy industry. Adept in dieline engineering, prototyping, and production-optimized packaging for mass manufacturing. Innovative cross-functional collaboration with design, QC, marketing, and logistics teams to create packaging that balances form, function, and cost.

Experience

Senior Packaging Developer
⬆ **Packaging Designer**
Make It Real
June 2022 – Present

- Leading packaging development from concept to mass production across several brands.
- Collaborate across departments to ensure creative and cost-effective packaging solutions.
- Design print-ready, efficiently engineered dielines for international factory production.
- Support product launches with rapid prototyping and sustainability-focused strategies.

Packaging Designer
Emmerson Packaging
November 2020 – June 2022

- Designed for flexo-printed polymer films with self-developed precision dieline standards.
- Created designer-friendly print layouts optimized for high-speed production.
- Worked directly with production engineers and press operators for successful forming trials.

Structural Package Designer
⬆ **Pre-press Assistant**
ORB Toys
March 2017 – March 2020

- Led structural packaging design and prototyping under aggressive timelines.
- Standardized dieline formats for improved QC and production speed.
- Developed packaging in sync with product designers and international clients.
- Guided factory teams to meet quality standards in mass production.

Graphic Designer
Stewart McKelvey
May 2011 – October 2015

- Created print and digital marketing materials to support business development in legal services.
- Helped establish firm identity post-corporate brand relaunch.
- Designed brochures, email campaigns, event materials, and managed print production.

Technical skillset

Adobe CC

Photoshop, Illustrator, InDesign (15+ yrs); Dimension, Premiere Pro, After Effects (5 yrs)

Print + Packaging Tools

Esko Kongsberg CAD Cutting Table and Software (1yr)

Web

WordPress (8 yrs)

Photography

Studio & Product Photography, Advanced DSLR camera and editing workflows (10 yrs)

Education

Advanced Photography Classes | Nova Scotia Community College

January – April 2014, February – April 2018

Advanced lighting, product photography, staging, and editing techniques

Graphic Design | Nova Scotia Community College

September 2009 – June 2010

Typography, web design, animation, and client-focused design projects

Applied Communication Arts | Nova Scotia Community College

September 2008 – June 2009

Foundation in design, photography, and illustration