

Website

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Top Skills

- Brand Development
- Packaging Design
- Product Design
- Concept Development
- Illustration
- Art Direction
- Logo Design
- Image Manipulation
- Social Media
- Project Management
- Trade Show Design
- Photography

Programs

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- MS Outlook
- MS Word
- MS Excel
- Asana

Education

Brooks College
Graphic Design
Bachelor's degree
(2002 - 2004)

Angelica Perez

Senior Graphic Designer

With over 15 years of dedicated experience in the consumer products industry, I have honed my skills in package design while expanding into product design over the past seven years. My career has encompassed various sectors including skincare, toys, and food, with a focus on both seasonal and licensed products.

Throughout my journey, I have played integral roles within teams and have led entire departments, showcasing my ability to collaborate effectively and drive results. My adaptability shines as I thrive under pressure, consistently delivering high-quality work within tight deadlines.

My communication skills are a cornerstone of my success, allowing me to effectively collaborate with diverse teams and stakeholders. I am known for my unwavering dedication to seeing projects through from conception to completion, ensuring every detail is meticulously attended to.

Experience

Senior Graphic Designer - Product and Packaging · My Favorite Company, Inc.

January 2017 - Present · (7+ years) · Los Angeles

As the Senior PD Designer, I manage consumer product development and am responsible for driving the product design and development of all product categories for all age demos, from concept through to production.

Accomplishments include:

- * Leading product trends, product strategies and product design & development for all confectionary food categories, including but not exclusively, candy, chocolate, baking, and toy, while building partnerships with licensees, brands, and retailers, as well as internal teams and partners across the company.
- * Product development from creative vision and kickoff with partners, through to retail launch, ensuring the assortments are well designed and merchandised and that there is proper differentiation across retail.
- * Align closely with the CEO and VP on all deliverables for product development and packaging.
- * When necessary, develop creative tools and guidelines that help develop products and bring product into the market.
- * Lead in driving efficiencies in how we partner with retailers, licensees and brands, with a focus on speed to market and impact.

Senior Graphic Designer - Packaging · Jakks Pacific

August 2014 - December 2016 · (2 years 5 months) · Santa Monica

As a Disney Princess and Frozen graphics lead, I collaborate closely with the VP of Creative, spearheading various initiatives ranging from package design to trade shows. My responsibilities encompass a broad spectrum, including file production work, structural dielines, trend and brand research, as well as the development of comprehensive branding guides. Additionally, I oversee the art direction of photo shoots both with and without talent, coordinating seamlessly with in-house teams and external vendors alike. My role extends to managing social media presence, crafting engaging web banners, and ensuring efficient project management across all endeavors.

Graphic Designer - Packaging · Spin Master Ltd.

March 2010 - August 2014 · (4 years 6 months) · Culver City

As the graphic lead for multiple brands, I collaborated closely with the design manager and art director, overseeing diverse projects including package design, file production, trend research, and style guide creation. I directed photo shoots, managed social media, crafted web banners, and handled project management tasks. Additionally, I worked extensively with licensed brands, enhancing my expertise in the field.

Graphic Designer · California Baby

August 2005 - October 2009 · (4 years 3 months) · Los Angeles

Managed and developed company websites using Yahoo!'s Store Editor and Macromedia Dreamweaver. Optimized sites for better search results and produced newsletters for retail and wholesale clients. Updated product labels with pre-press skills and spot color processes. Designed packaging, ads, and sell sheets, and conceptualized merchandising materials. Photographed and retouched product images in Adobe Photoshop. Demonstrated eco-friendly practices throughout all tasks and collaborated on product development with the owner.