

Experience

Jazwares, LLC. | Senior Packaging Designer, January 2023 - Present

- Design Halloween Costume packaging for top licenses from Marvel, Star Wars, Squishmallows, and MGA Entertainment
- Manage sample tracking and communication between photography, brand, sales, and project management teams
- Art direct photoshoots with focus on brand standards and time management
- Organize server and asset library and develop internal processes for newly established Costume Division

Packaging Designer, May 2018 – December 2022

- Designed packaging and managed brand look for Cabbage Patch Kids, Wild Kratts, Hank's Twisted Challenge, and Big Fat Yarn
- Ideated new brand concepts for use in pitches from preliminary sketches to packaging design, with a strong focus on typography, color palette, and sustainable structures
- Managed deadlines and costing challenges in a fast-paced environment through constant communication with brand and project management, product design, and Hong Kong packaging teams
- Art directed photography and illustration with outside vendors

Junior Designer, June 2015 – May 2018

- Designed packaging and edited photography for licensed and nonlicensed brands including Teddy Ruxpin, Pokémon, JoJo Siwa, Shimmer & Shine, and MasterChef Junior
- Designed and set up trade show booths for Fall Toy Preview and New York Toy Fair
- Created marketing materials and managed printing with outside vendors

Drexel University | Adjunct Instructor, September 2023 - Present

- Instruct 400 level visual communications course in packaging design, emphasizing problem solving, process, and construction

Sevenbound Handmade | Founder & Maker, June 2021 - Present

- Independently craft unique journals, sketchbooks, and stationery for sale online and in person at craft fairs

Philadelphia Water Department | Graphic Designer, April 2014 – September 2014

- Designed communication materials and a wall exhibition for Philadelphia's Municipal Services Building
- Created @PhillyH2O Instagram and organized digital asset library

Skills & Expertise

Adobe CC (Photoshop, Illustrator, InDesign)	Hand Lettering
Bookbinding	Logo Design
Brand Standards Management	Packaging Mock-up Construction
Course Instruction	Photoshoot Direction
Data Visualization	Photo Editing
Dieline Creation	Printmaking
Doll Styling	Trade Show Booth Design and Setup
Google Suite	Typography

Awards & Affiliations

- | ReCreate Gallery Featured Artist
2023 Summer Exhibit
- | 2018 Toy of the Year Award Winner
Infant/Preschool Toy of the Year
Teddy Ruxpin
- | Women in Toys Member Since 2015

Education

Drexel University, Graphic Design

Bachelor of Science, June 2015 | Pennoni Honors College | Campus Activities Board

Charles University, Czech Art and History

Prague, Czech Republic, Summer 2013