

VANESSA NIEMI

PACKAGING & GRAPHIC DESIGNER

INFORMATION

ADDRESS

Budd Lake, NJ 07828

EMAIL

vtorrens317@gmail.com

PORTFOLIO

www.VanessaNiemi.com

EDUCATION

THE COLLEGE OF NEW JERSEY

Ewing, NJ - 2010
BFA Graphic Design
Spanish Minor

UNIVERSITAT POMPEU FABRA

Barcelona, - Jan-May 2009
Study Abroad Experience

SKILLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Microsoft Office
- Working Knowledge of Dreamweaver

PROFILE

Passionate, motivated, and reliable graphic designer with 7+ years experience. Strong packaging, typography, and photography skills. Experience creating new brands, including names, logos and identity systems. Experience working with established brand guidelines.

EXPERIENCE

JAY FRANCO AND SONS - NEW YORK, NY

Freelance Graphic Designer, March 2018 - Present

Senior Packaging Manager, November 2017- March 2018

Packaging Manager, December 2014-November 2017

- Manage multiple, complex packaging projects simultaneously while adhering to time-frames and budgets for a full range of retailers, including Aldi, Costco, Hot Topic, Toys R Us, Walmart, and Walgreens.
- Collaborate with Product Development, Licensing, Testing and Shipping teams to effectively bring product to market.
- Provides artistic direction, approval, and retouching for photos.
- Create planograms, sales collateral, signage and mechanicals tailored for retailers.
- Coordinate quality control for print materials with international manufactures.

TDC USA, INC - FAIRFIELD, NJ

Senior Graphic Designer, July 2013-December 2014

Junior Graphic Designer, July 2010-2013

- Establish new product lines, including brand names, logos, and identity systems to be carried throughout a range of products and packaging.
- Create packaging from start to finish, including dielines, product photography, packaging design, user manuals and mockups for presentations and in-store sales.
- Coordinate with overseas vendors to create pre-production samples to ensure quality printing while remaining within an established budget
- Create entirely new holiday packaging line. Photograph all individual products for company website.

NINGBO WISE HOME TEXTILE INC.

Freelance Graphic Designer, 2016-Present

STAFFING PHARM - OAKS, PA

Freelance Graphic Designer, 2012-2016

CHAMELEON RESUMES - RUTHERFORD, NJ

Book Cover Designer, 2011-2013

SONIC FIBER - HACKENSACK, NJ

Graphic Design Freelancer, 2010-2012

UPS STORE - TEANECK, NJ

Graphic Design Freelancer, 2010-2012

FOOT LOCKER, INC. - NEW YORK, NY

Graphic Design Freelancer, Dec 2007 & 2009

Graphic Design Intern, June 2007-Aug 2007