

# roxana.design

GRAPHIC DESIGNER & VECTOR ARTIST

## EXPERIENCE

**Sr. Graphic Designer at SWISSCO LLC from MAR 22 to PRESENT (New York City, NY)**

Beauty Industry · Packaging · Photography · Video Editing

- I worked closely with the art director and sales manager to bring new products to retail all over the country and Canada. Some of our clients are TJ MAXX, Walmart, Target and Ross.
- From concept to production, I was involved in all aspects of the process. My role shifted based on the needs of the team.

**Sr. Graphic Designer at DGL GROUP from JUL 21 to JAN 22 (Edison, NJ)**

Electronics · Packaging · Photography · Photo Editing · Production

- I worked closely with product managers to bring an array of consumer products to life.
- I worked together with our factories overseas to create mechanical files for production.

**Graphic Designer / Manager at WECOOL TOYS INC. from APR 19 to JUL 21 (NJ)**

Toys & DIY Activity Kits · Packaging · Photography · Ecommerce

### Ecommerce (Manager)

- Art directed, photographed and edited still life and lifestyle photo shoots of products for ecommerce.
- Created and managed the design of A+ amazon pages.
- Helped launch the company website.

### Packaging

- Followed brand guidelines to design and layout dielines for new and existing products.

- Created packaging specifications and constructed mock-ups for presentations.
- Created and reviewed print ready files for production.
- Handle multiple assigned projects with various and fluctuating priority levels and short deadlines simultaneously.
- Created product and PDQ digital renders for sales presentations.

### Social Media

- Designed and created assets for social media platforms including static and animated graphics.

**Freelance Graphic Designer at ESTARS STUDIOS from DEC 18 to MAY 19 (Remote)**

Esports · Broadcasting · Motion Graphics · Social Media

**Jr Graphic Designer at BILLCO INTERNATIONAL INC from SEPT 16 to JAN 19 (NJ)**

Product Design · Packaging

**Freelance Graphic Designer at CREATIVE CIRCLE from JAN 16 to AUG 19 (NJ)**

· Packaging · Fashion · Toys & DIY Kits

**Intern Graphic Designer at THE STUDIO NYC from MAY 15 to JUL 19 (NYC)**

Editorial · Layout · Motion

**Intern Graphic Designer at MORELLO+COMPANY from SEPT 14 to MAY 15 (NJ)**

Branding · Advertising · Layout

## EDUCATION

**2016 BFA. GRAPHIC DESIGN INT/PRT/SCREEN**

Robert Busch School of Design at Kean University – Union, NJ

**2012 A.A. PSYCHOLOGY**

Middlesex County College – Edison, NJ

## SKILLS & PROGRAMS

Adobe Creative Suit: Photoshop, Illustrator, InDesign, Lightroom, Bridge, After Effects, Media Encoder ·  
Affinity Photo & Designer · Figma · Microsoft Office: Word, Power Point, Excel

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