

Versatile designer with a strong background in retail product design, seasonal décor, and licensed content. Extensive experience delivering engaging, trend-aligned products from concept to production. Proficient in Adobe Creative Suite, with expertise in concept design, illustration, and client collaboration to create memorable designs that connect with consumers.

## WORK EXPERIENCE

### Freelance Designer/Illustrator

RPM Illustration, LLC. | 1999 – present

- Collaborate with diverse clients to design compelling products and illustrations for retail, giftware, and novelty items. Specialize in concept creation and product design for seasonal décor, including detailed artwork, animation, and story-driven designs.
- Proficient in bringing ideas to life from initial sketches to finished artwork and tech packs, ensuring designs are licensor-compliant and market-ready.
- Utilize Adobe Photoshop, Illustrator, Premiere Pro, and After Effects to create concept drawings, storyboards, and presentations, meeting brand standards and managing each stage of design.

### Product Designer

Seasonal Specialties | 2015 - 2017

- Designed extensive seasonal décor collections, including Christmas ornaments, Halloween props, and spring/summer novelty items. Delivered designs for high-profile retail chains such as MENARDS, LOWES, COSTCO, and TARGET.
- Conducted market and trend research to create innovative, cost-effective designs aligned with retail standards. Utilized diverse materials including TPU, LEDs, and fabrics, balancing creativity with manufacturing limitations.
- Presented and communicated design concepts to internal teams and clients, contributing to product merchandising and in-store displays to enhance consumer engagement.

### Creative Consultant

Salon Development Corporation | 2003 - present

- Developed cartoon illustrations, educational materials, and marketing visuals, emphasizing a collaborative approach to fulfill diverse creative needs.
- Specialized in character and novelty item design, including storyboarding and producing artwork for multimedia applications, using Adobe Flash, After Effects, and Premiere Pro.
- Acted as a freelance producer for educational content, focusing on clear visual communication to enhance user experience and customer satisfaction.

## SKILLS

**Product & Concept Design** – Skilled in designing for mass retail environments, seasonal themes, and licensor style guidelines. Experienced in both conceptual and finished product art for presentations.

**Digital Illustration** – Proficient in Adobe Creative Suite, including Illustrator and Photoshop, as well as After Effects and Premiere Pro for concept development and presentation.

**Collaboration & Communication** – Experienced in working with brand management, licensors, and production teams to deliver high-quality designs aligned with strategic goals and client needs.

**Market Research & Trend Application** – Ability to integrate market trends and consumer preferences into product lines, maintaining relevance in competitive retail environments.