



Liz Jobson

Packaging & Brand Designer

Creative packaging and brand designer, experienced in multitasking projects for commercial brands for various retailers. Knowledgeable from the point of idea generation to sharing final factory ready deliverables and other artwork to partners such as sales, apparel designers, design operations, product development, planning, and sourcing.

I have additional knowledge in retouching, illustration, iconography, artificial intelligence, pallet displays, loading reference guides for factories, and effective workflow practices. I pride myself in following my curiosity with deep research of the targeted marketplace and customer profile.



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Life is Good

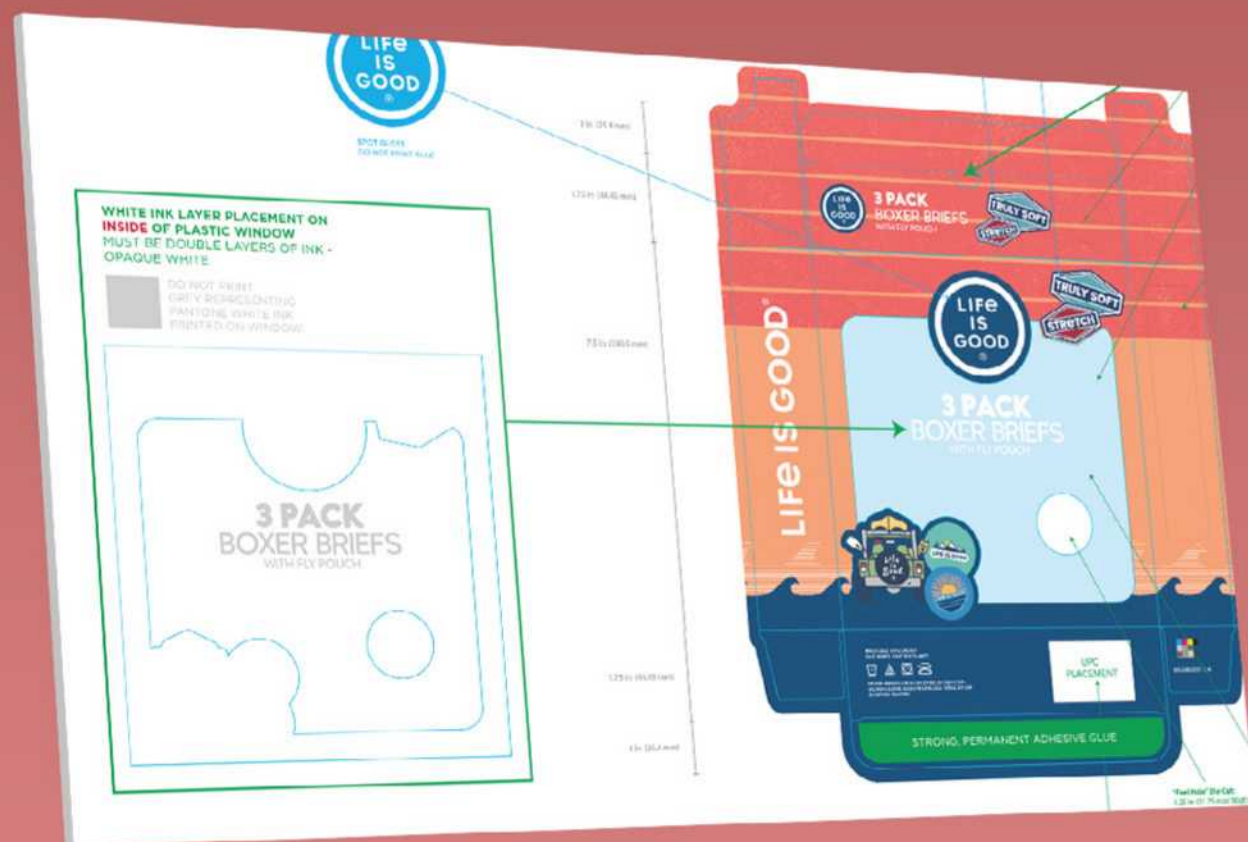
It all started with one van and two brothers. I have worked on a plethora of design assets for this brand for their introduction into the market of underwear and lounge-wear.



- LAID-BACK
- PLAYFUL
- PURPOSEFUL

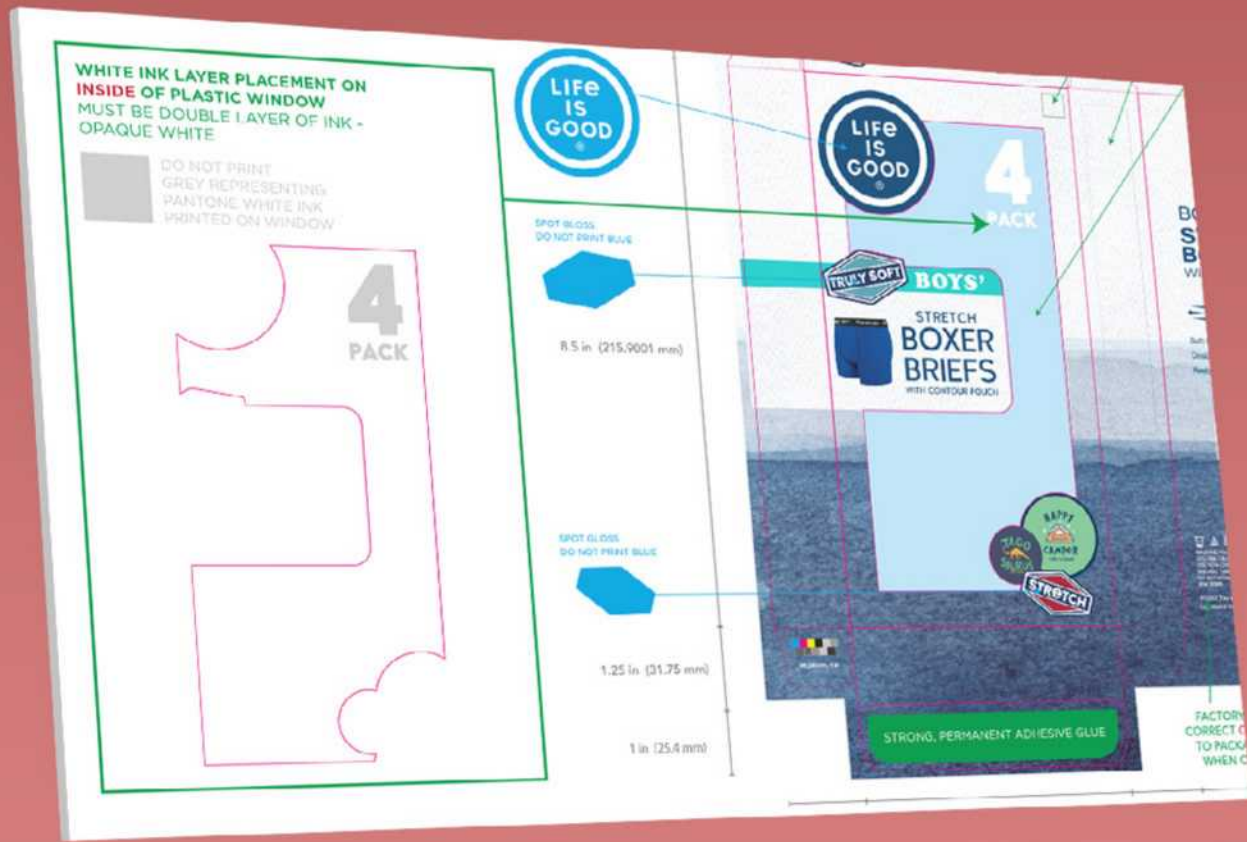
I was able to design Amazon e-commerce assets, packaging for off price retailers, illustrations, and iconography for this brand.











A photograph of four young adults (two men and two women) laughing and posing together on a beach. The man on the far left is shirtless, wearing a patterned scarf and jeans with a belt that has 'LUCKY BRAND' written on it. The woman next to him is wearing a white crop top and dark jeans. The woman next to her is wearing a dark blue t-shirt and jeans, holding a red and white striped scarf. The man on the far right is wearing a striped shirt and jeans. The background is a bright, sunny beach scene.

Lucky Brand

Lucky Brand is rooted in premium denim, Americana, and individual expression. I have designed a plethora of packaging, e-commerce, and other brand deliverables for their underwear and lounge products over the years.

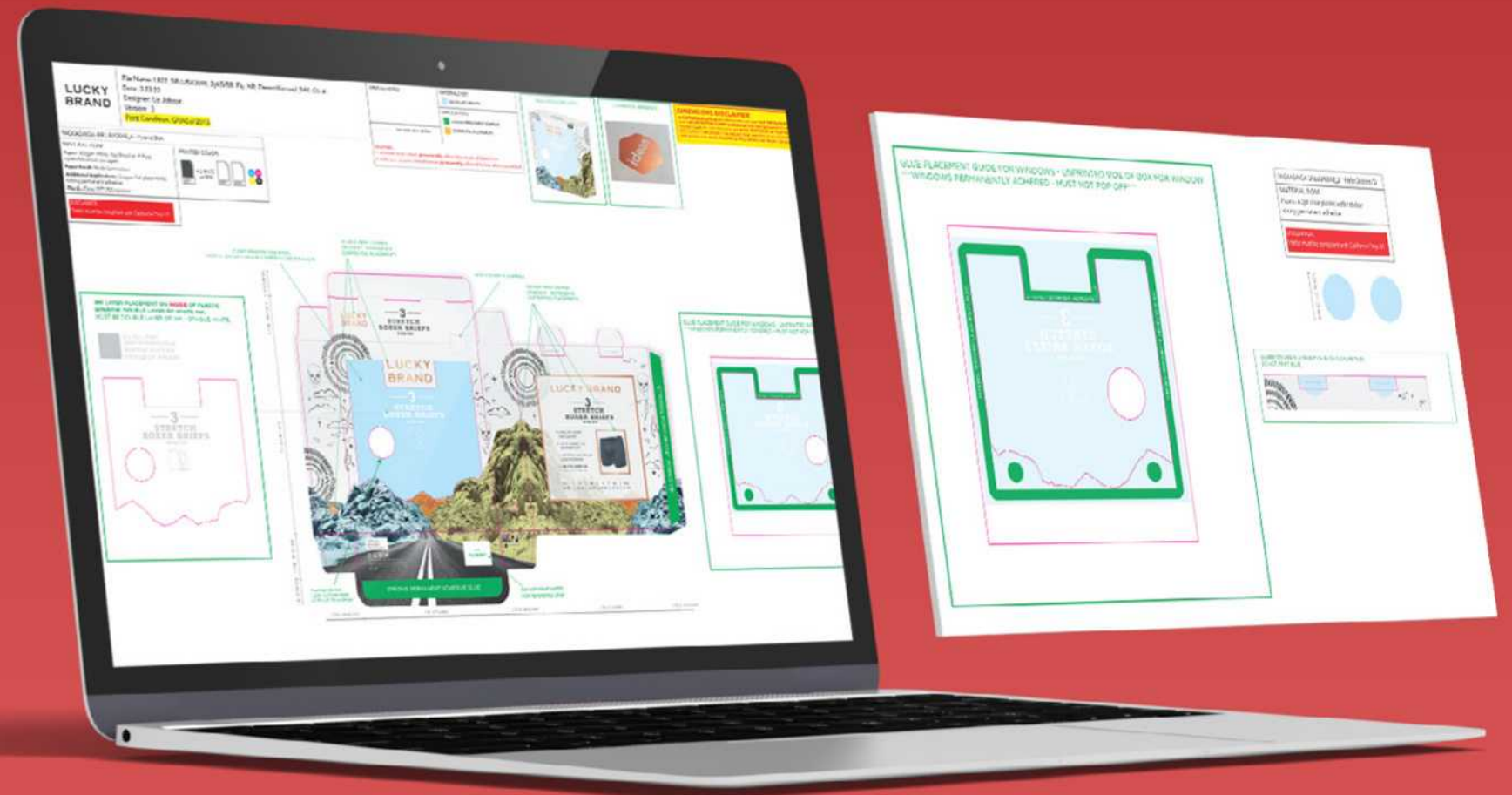
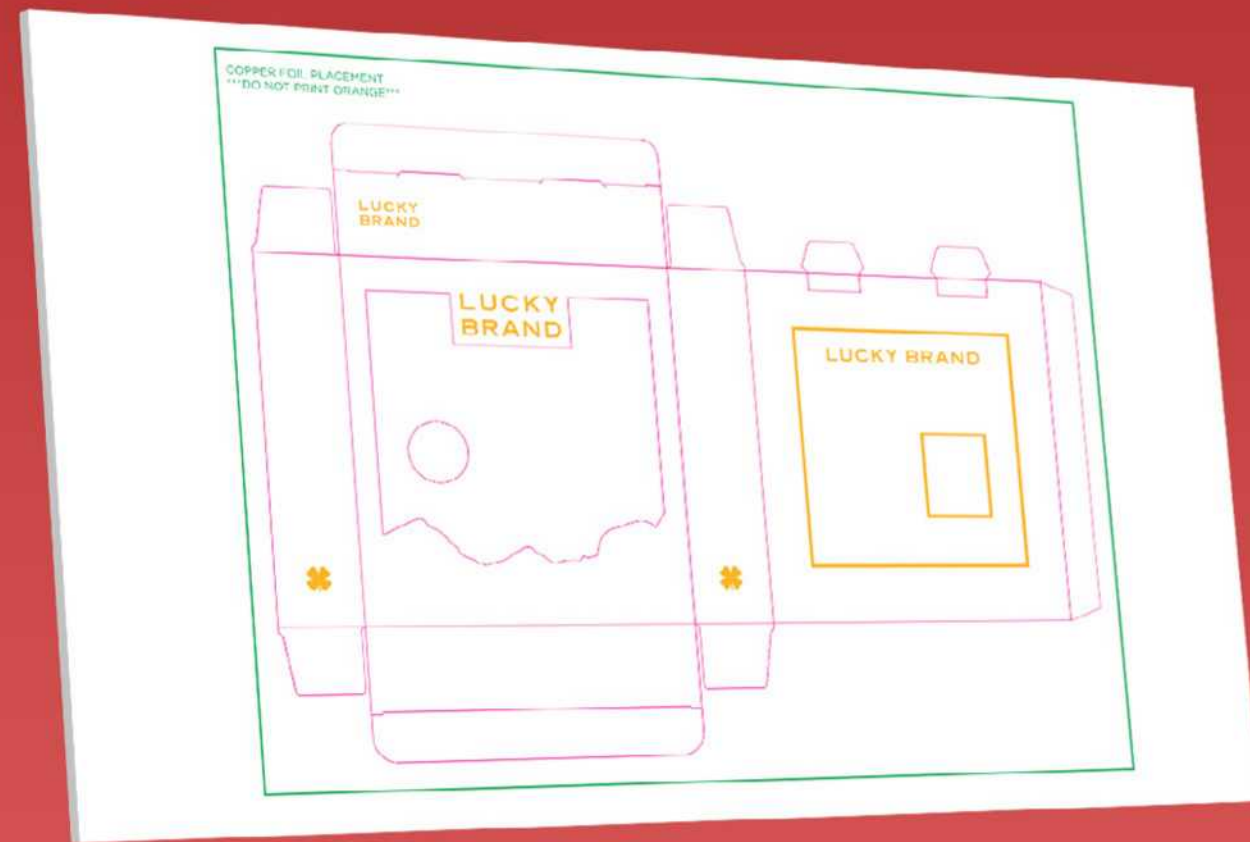


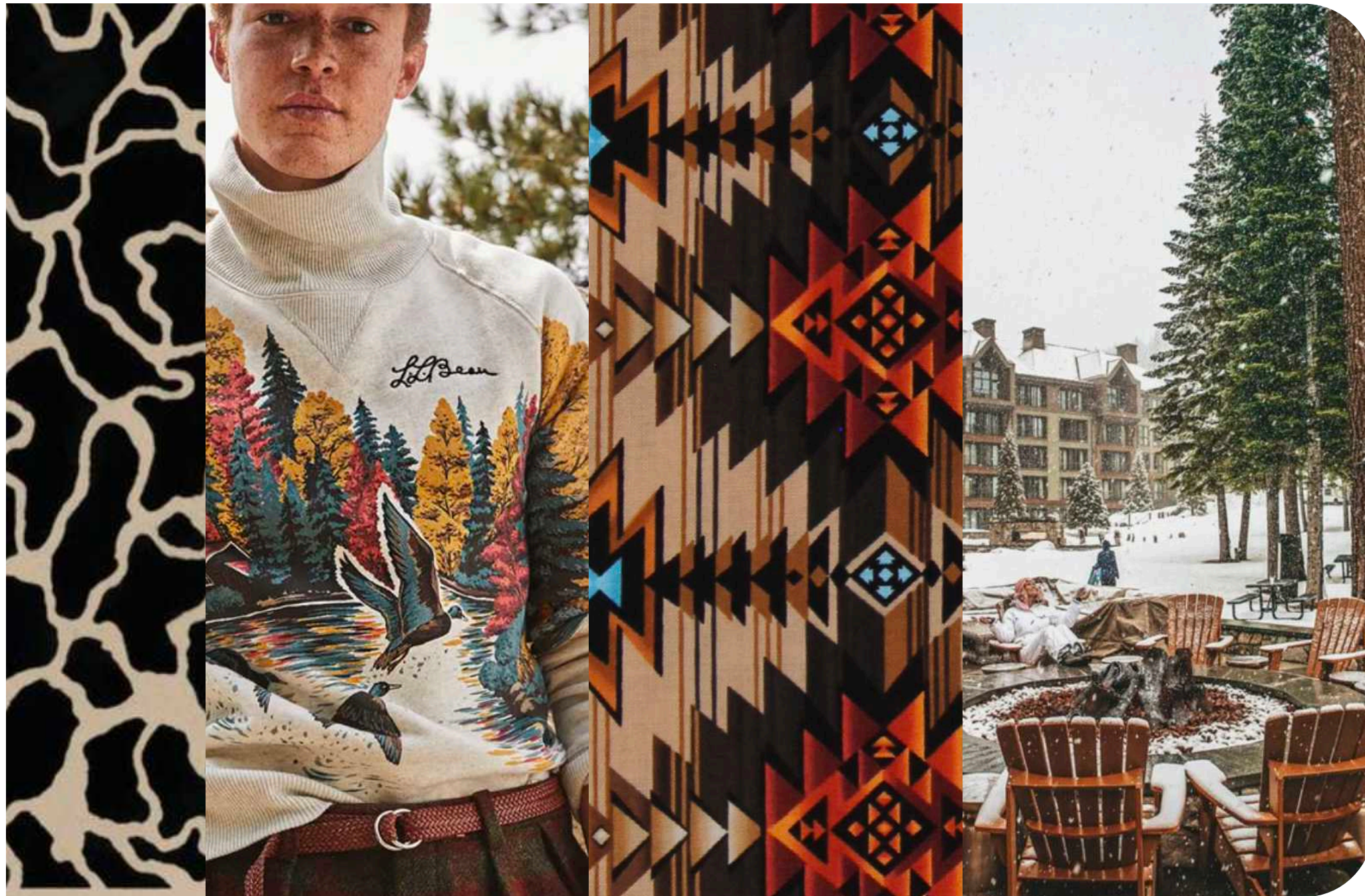
DESERT NOMAD CAPSULE

- WESTERN
- RUSTIC
- ILLUSTRATIVE

The design team provided us a moodboard with images such as the following to design a new 2023 Spring packaging capsule. My design was chosen for production and was displayed in off price retailers. I utilized graphics and added in my own. The success of my design output led to the capsule being carried over for another season.



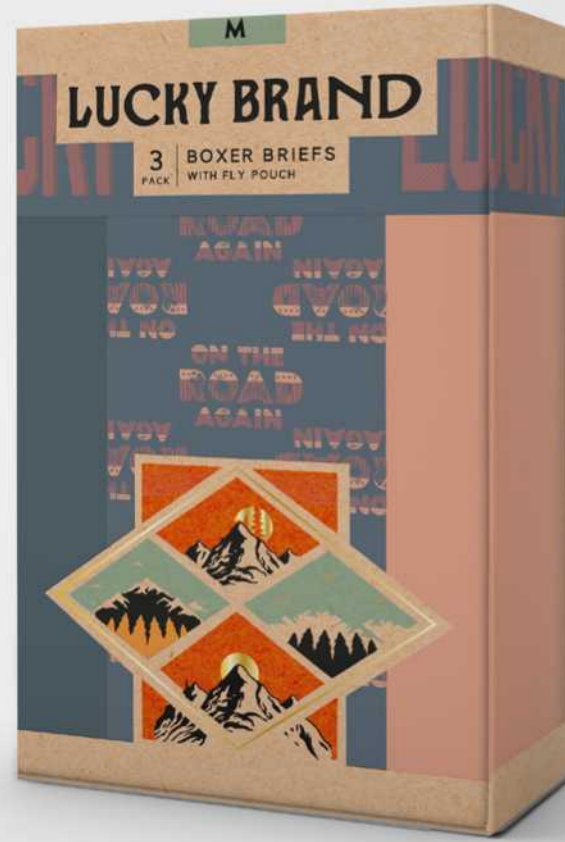
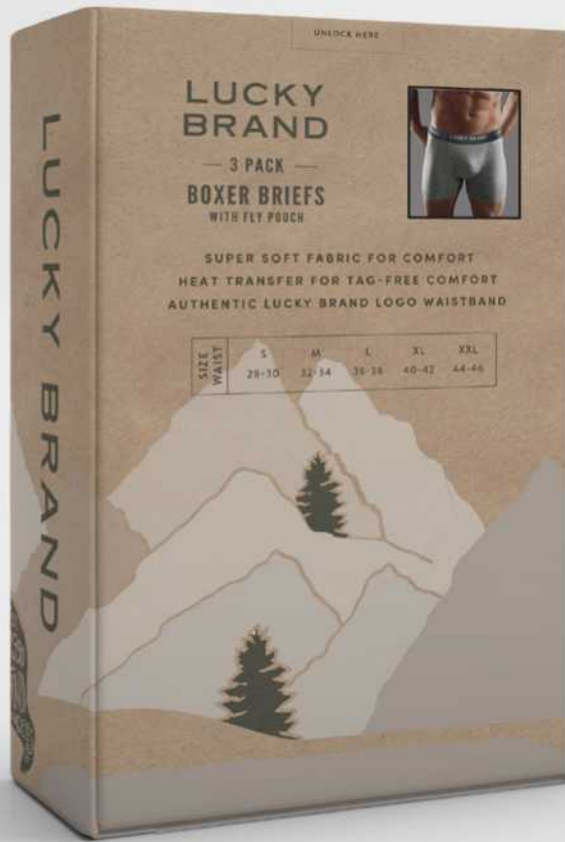




FEELING FREE CAPSULE

- WOODSY
- ORGANIC SHAPES
- TRIBAL ROOTS

The design team provided us a moodboard with images such as the following to design a new 2022 Fall packaging capsule. My designs were presented to sales and the brand. I utilized graphics from corporate as well as adding in some of my own.







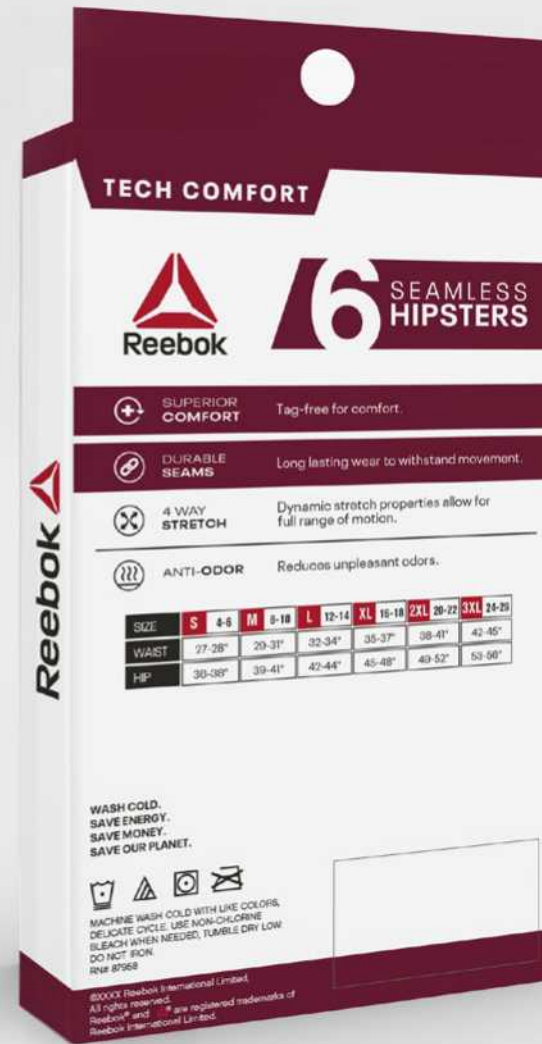
Reebok Delta

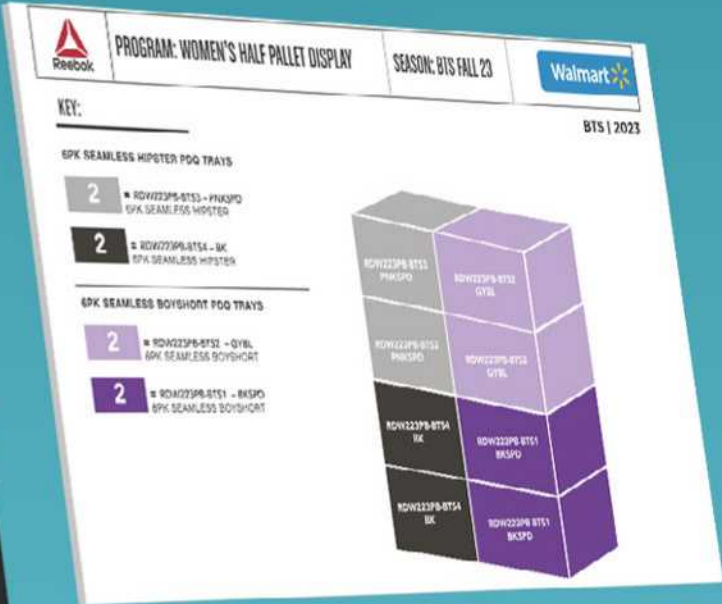
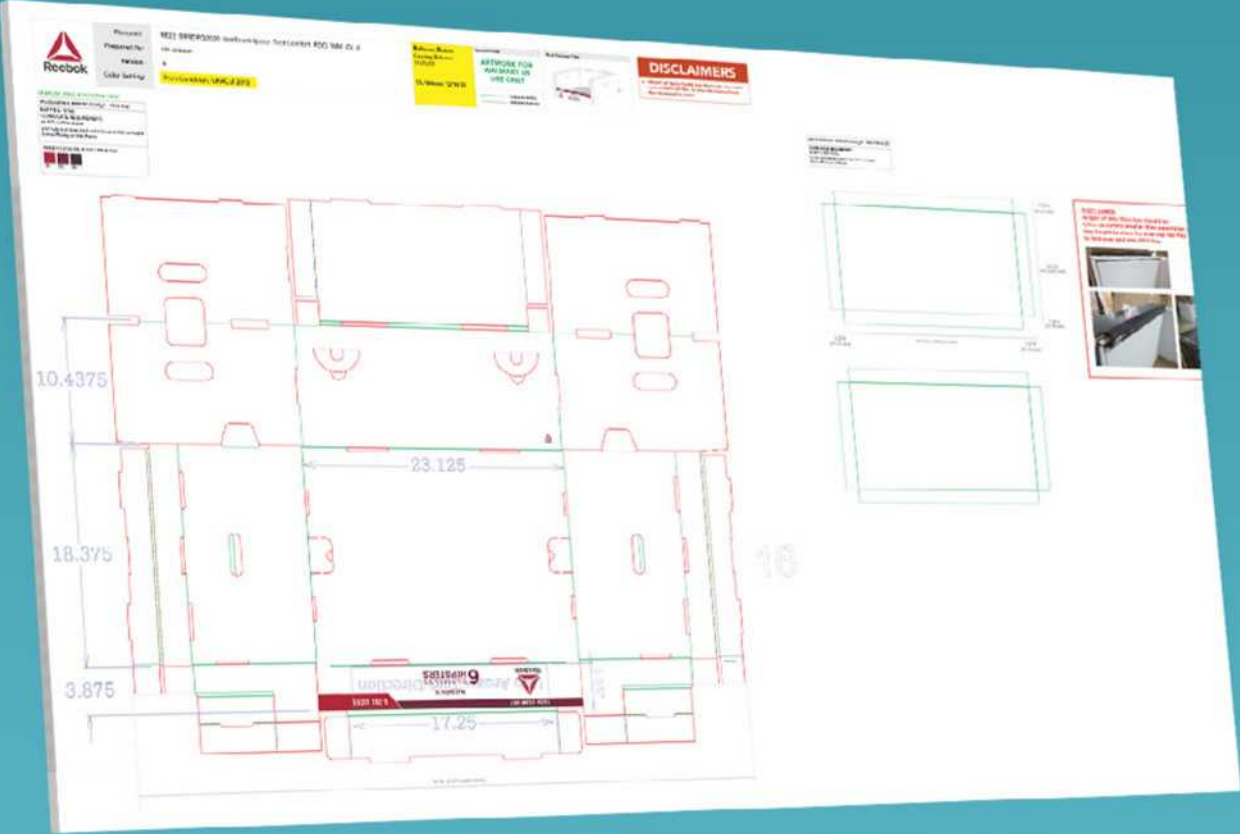
Reebok Delta is a motivational performance brand that I have worked on for years. I've focused on packaging, e-commerce deliverables, retouching, and icons for Walmart US and Walmart Canada retailers. Certain core programs were monitored by me to ensure pallet displays were shared to the necessary parties for factory manufacturing.



- ACTIVE
- TECH DRIVEN
- CONFIDENT

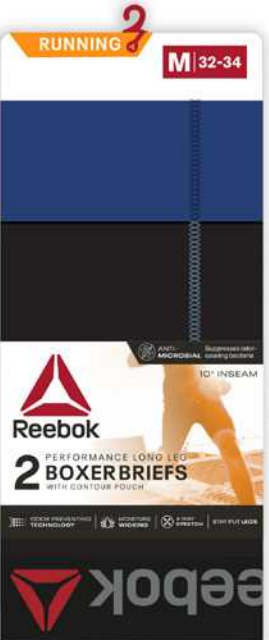
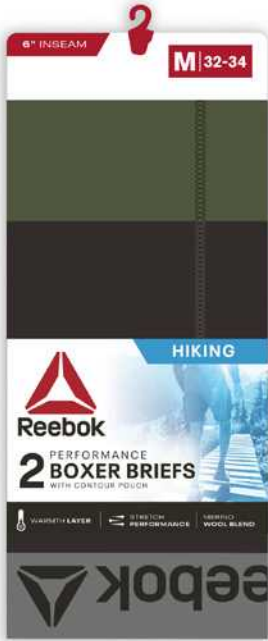
I have touched projects for men's, women's, kids', and unisex sectors. Products under my responsibility included underwear, lounge-wear, and base layer apparel.







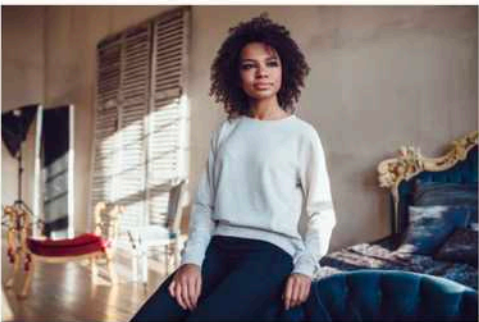
Reebok Delta Design Output



Retouching Challenge:
A lack of physical samples to use for lifestyle and model imagery.

Retouching Solution:
Product was faked onto lifestyle stock images and past model photos. By partnering with tech and design I was able to create accurate garment representation.

LOUNGEWEAR

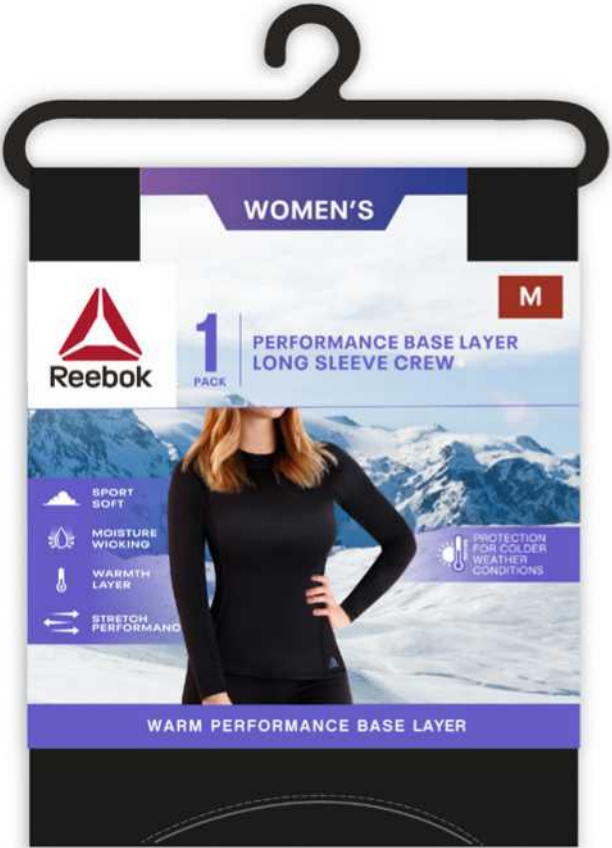


FITTED BOXER



TECH COMFORT BOXER









Laugh with Care

An endearing brand I fostered that guides pre-teens to skin care. *Angel Face* is all about taking care of your skin, with a lighthearted message for consumers.



- ADORABLE
- COMICAL
- PURE

My hand-drawn typography and original illustrations combine to create a playful brand identity for this young target audience.









Merry Christmas
and Happy New Year

Private Label

The company *Basic Resources* has a brand called *HoHoHo* which makes festive sleepwear and underwear for the holiday season. I was tasked in Fall 2022 to create designs to pitch for the TJX retailers such as Marmaxx. While only one design was needed sales and the buyer wanted both of my packaging to be manufactured for the season.

Some of the illustrations were created by me and some were pulled from commercial free sites.







Health Done Right

Refresh, renew, and replenish with this post-workout snack brand featuring all natural herbs. *Triple R* targets young adults seeking a healthier snack food alternative.



- ORGANIC
- WHOLESOME
- PRODUCTIVE

Each herb helps reduce inflammation and ease sore muscles post-workout.







Packing a Punch

Lucha is a festive, fearless, and spicy Mexican dip brand I created that packs a punch. Brave the richness of Mexican culture and bring on the heat with these powerful flavors.



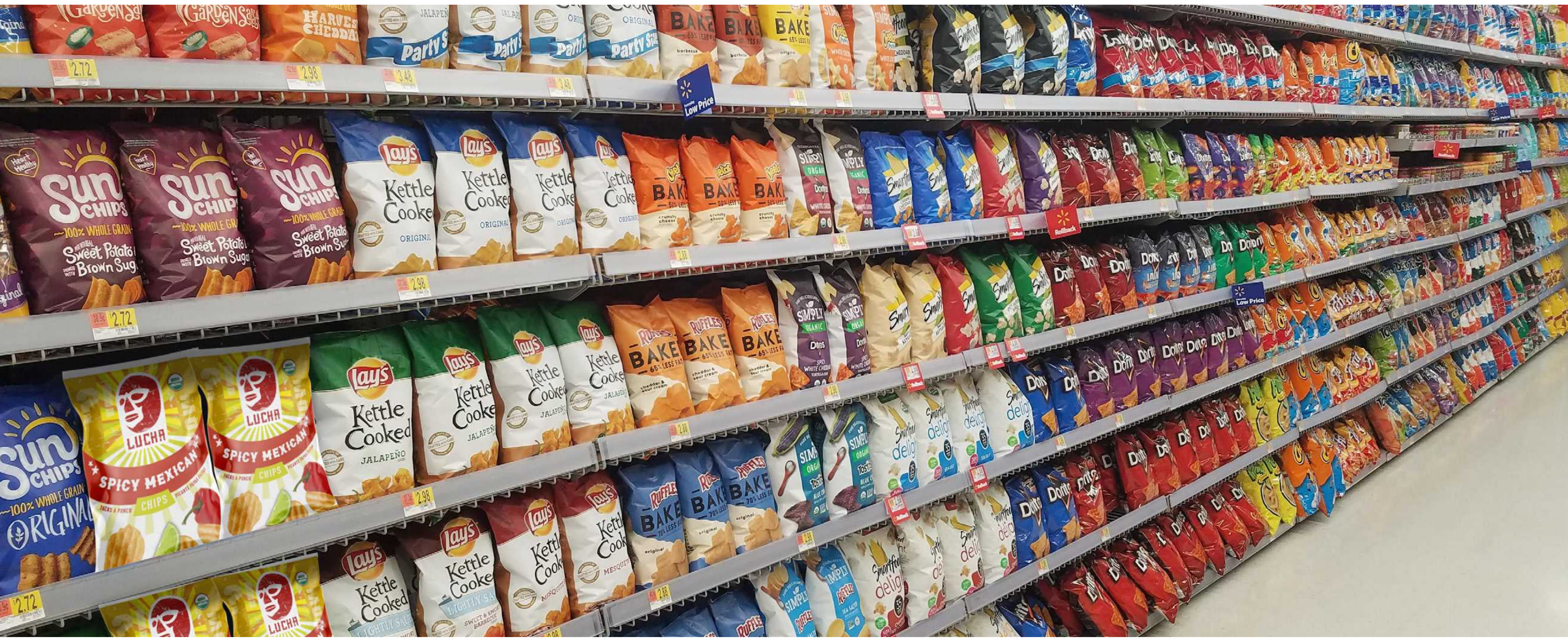
- MACHO
- PLAYFUL
- COLORFUL

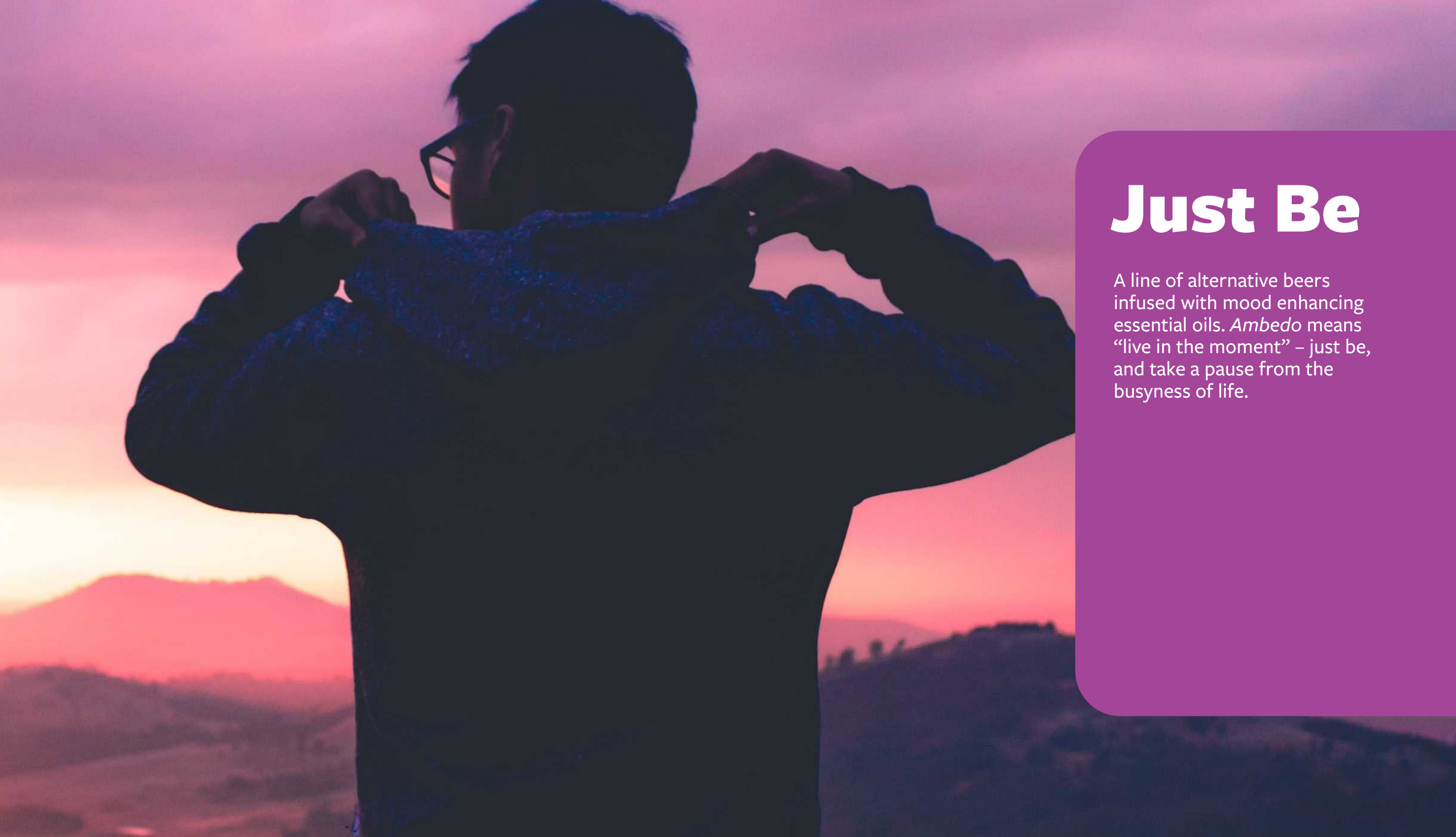
A healthy snack inspired by Lucha Libre wrestlers. This line endorses masculinity and strength.





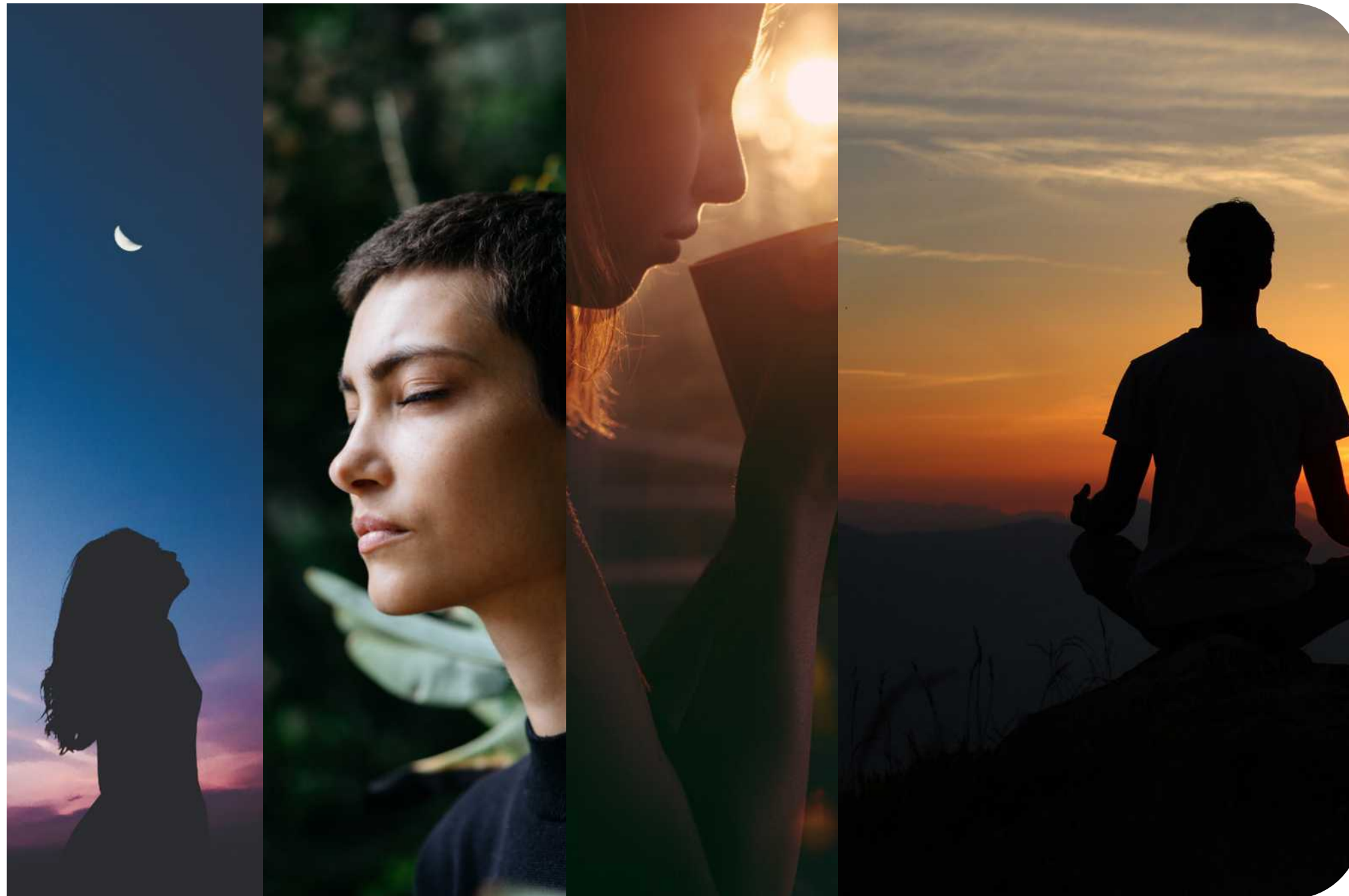




A silhouette of a person wearing a dark, textured sweater and glasses, standing with their back to the camera. They are holding the collar of their sweater with both hands. The background is a vibrant sunset or sunrise with a gradient of orange, pink, and purple hues over a hilly landscape.

Just Be

A line of alternative beers infused with mood enhancing essential oils. *Ambedo* means “live in the moment” – just be, and take a pause from the busyness of life.



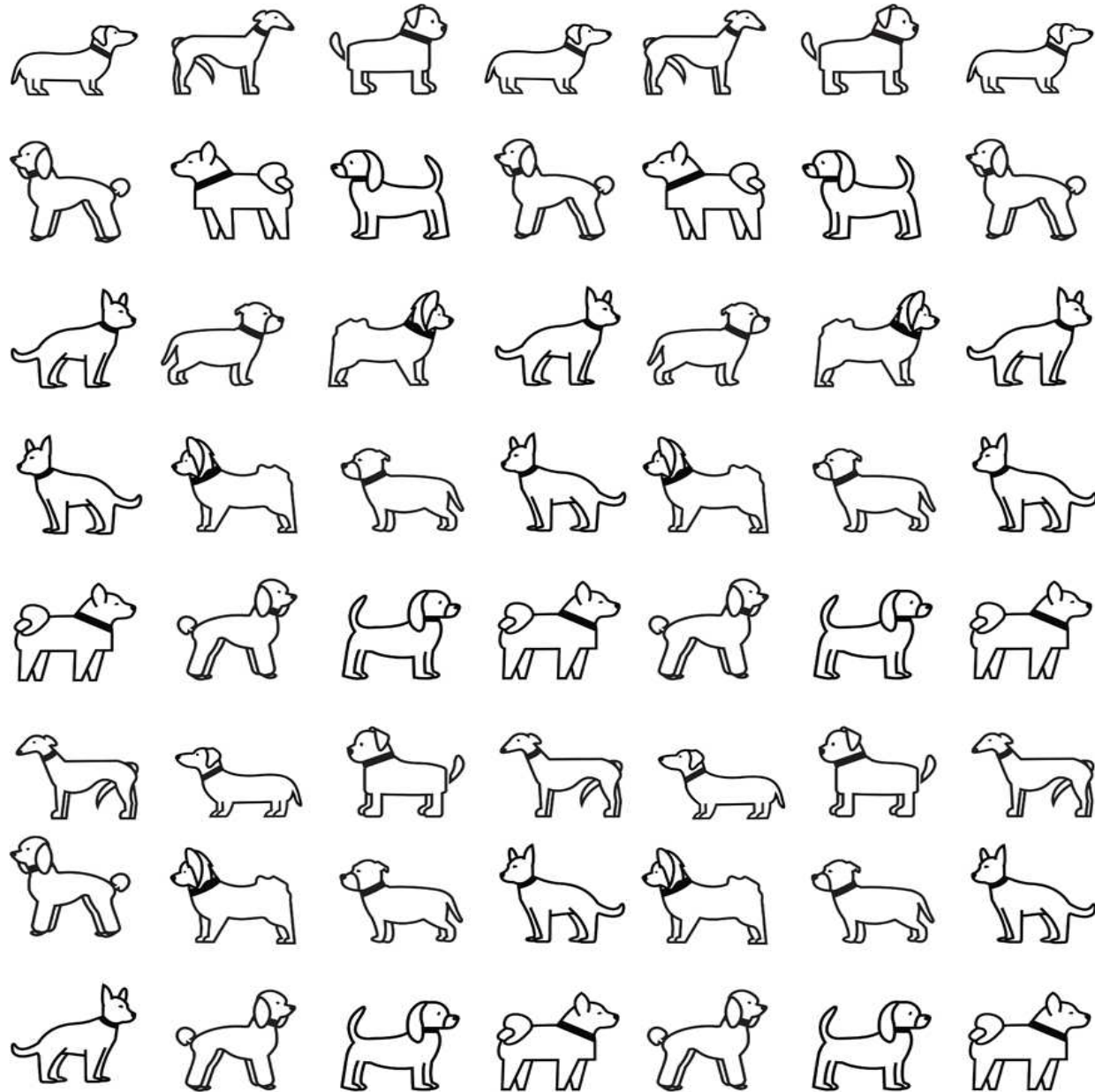
- SERENE
- BOHO
- REFLECTIVE

Live in the moment and relax with
this calming beer.

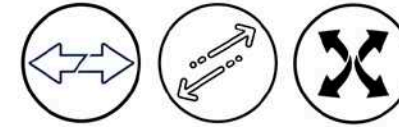


Iconography

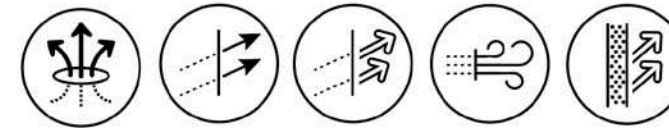
I am passionate about creating icons for projects. Many of the product icons on the right were approved for brand application.



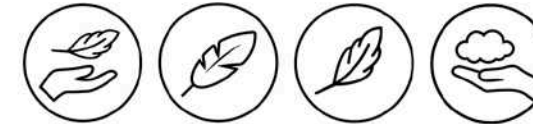
Stretch Fabric



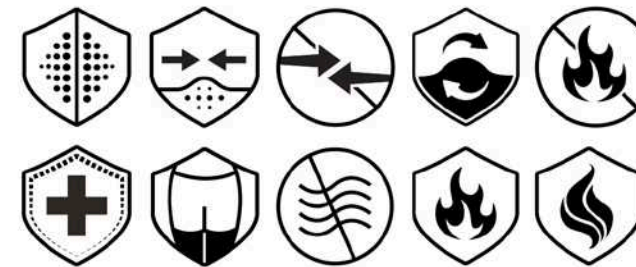
Breathable Mesh



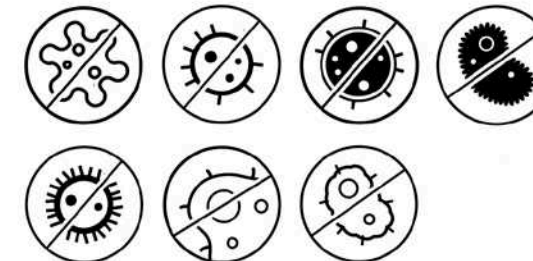
Lightweight



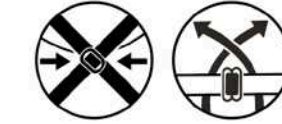
Friction Protection



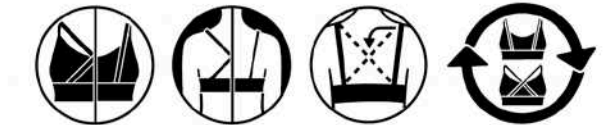
Anti-Bacterial



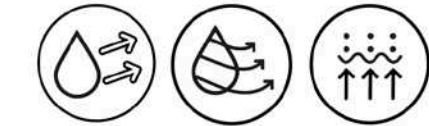
Adjustable Straps



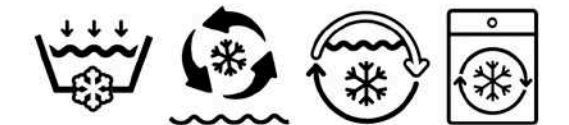
Convertible Straps



Moisture Wicking



Wash with Cold Water



Perfect for Layering





Become a Local

Local Co. is a subscription box brand that surprises the adult subscriber with a different U.S. city represented for each box. It supports local businesses by shipping travel-sized personal care items from local brick and mortar stores from that city.

Brand creation, design, and construction done in collaboration with Lea Cawthorne and Crecent Carvajal.



- CULTURED
- MATURE
- VENTUROUS

This box showcases Portland, Oregon. The products can be refilled in the stores or the *Local Co.* warehouse for a discount and the package folds into a case. This process will be demonstrated to you.

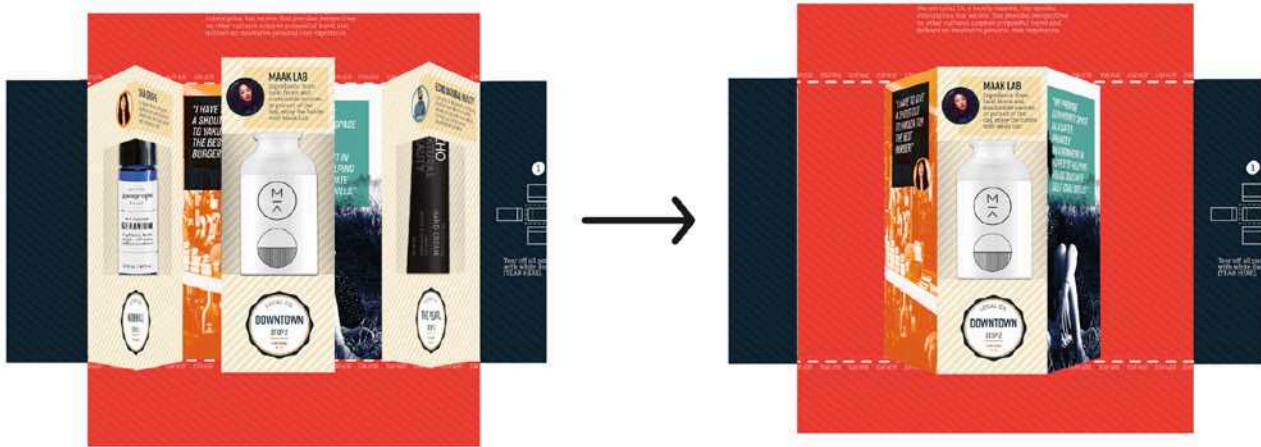




After opening the box, there is a panel in the center that will be lifted out and turned around to reveal the city destination. The corrugated panel will be lifted as well, under which is a mailing label.

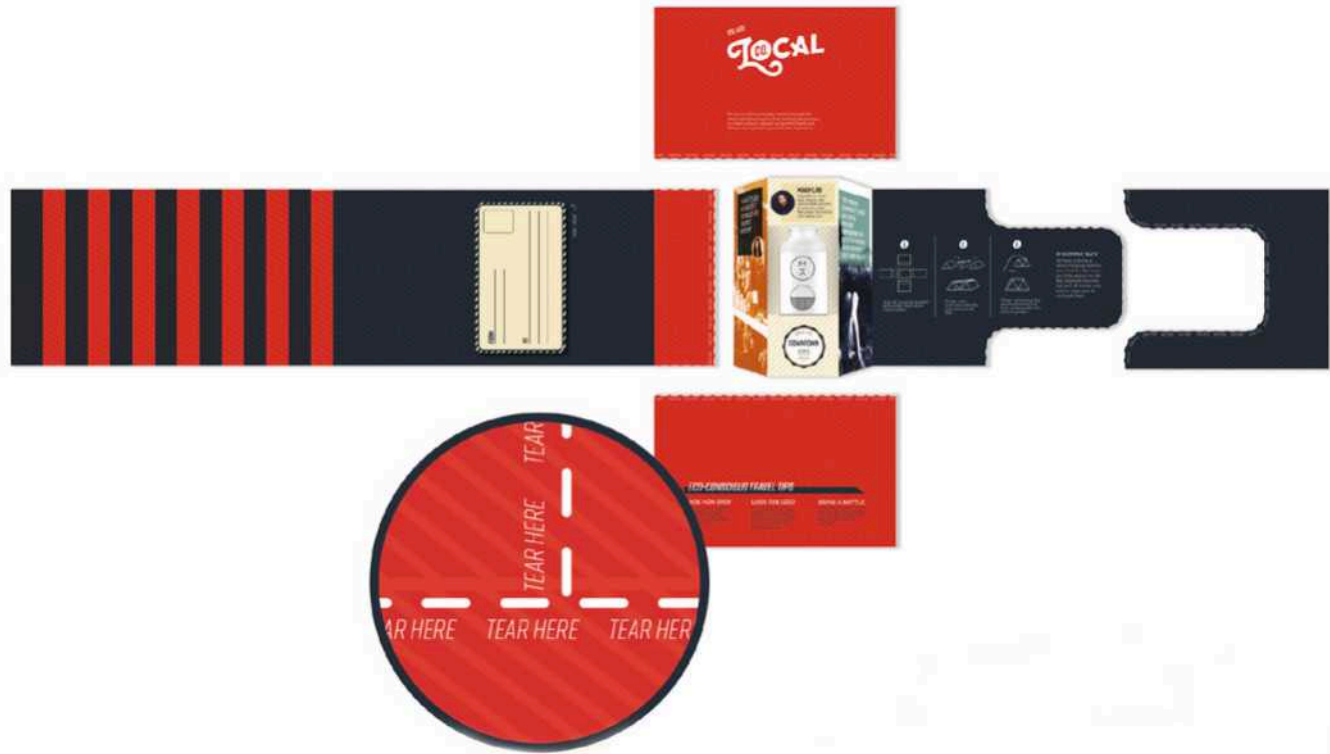


Step 1 of transitioning the box is to rotate the outer triangular boxes inwards toward the central box. This will form a new cohesive unit for the boxes holding the products.

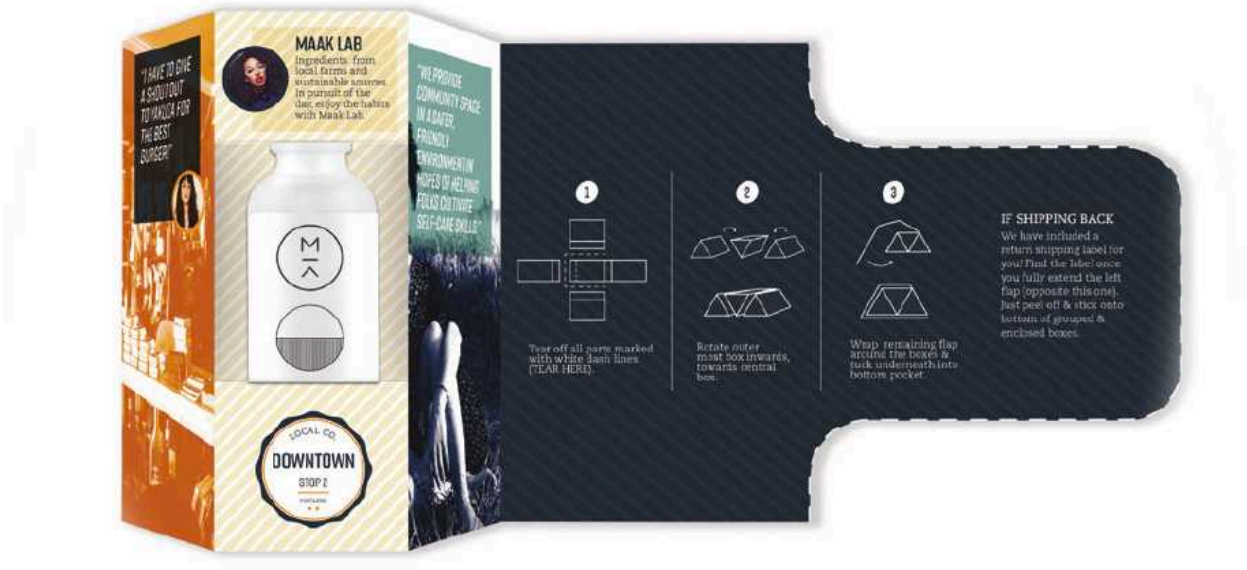


Step 2 is to perforate the sides that say “TEAR HERE”.

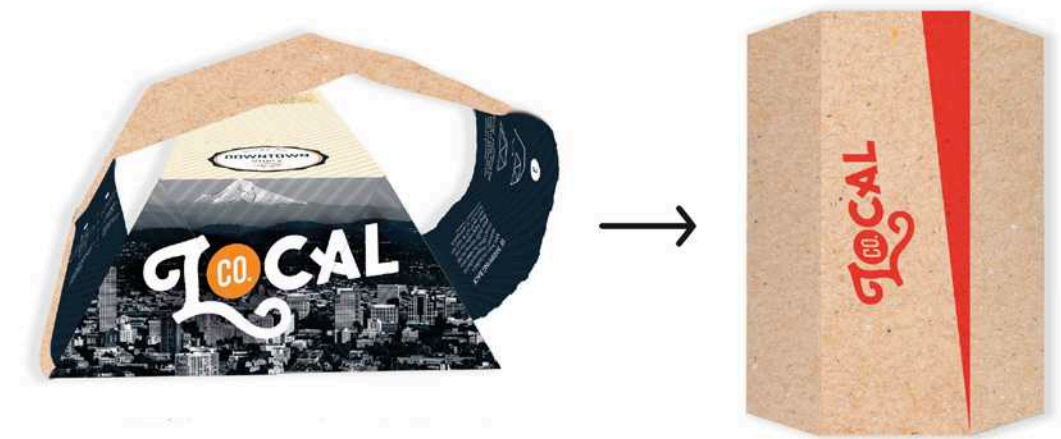
This is what's left...



Here is what is left...



Wrap remaining flap over the unit of boxes & tuck into bottom pocket to seal closed.



If the consumer wishes to travel to the city destination, they can take this cosmetic case with them & refill them. If the consumer wants to refill the products but not travel to the location, they can peel off the shipment label and place it on the bottom of the box. If refilling, the products will be refilled at the Local Co. warehouse and shipped back.

