



LIZ JOBSON

**BRANDING &
PACKAGING DESIGNER**

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Work Experience

Basic Resources - Packaging Designer & Production Artist

New York, NY, June 2019 - Present

Creating packaging, mechanical files, e-commerce assets, and fulfilling pallet display orders for apparel products. With a strong emphasis on production artist measures alongside strong creative design development I can fulfill orders to suit brand, buyer, and manufacturing needs. Experienced with cross-functional team communication. Other skills utilized include retouching, illustration, photoshoot direction, rendering, and structure generation.

The GRO Agency - Internship

New York, NY, February - May 2019

Brand logo design, 3D rendering, package design, brand extension for Nestle and startup products. Worked with layout dielines and package graphics using Creative Cloud programs.

Silverleaf Greenhouses, Inc.

Walden, NY, March 2019

Freelance designer, assessed client needs and designed logo used in their Remarkable Roots product line e-commerce media channels.

FAI Design Group - Internship

Irvington, NY, May - August 2018

Performed work activities in brand development, packaging design, exhibit design, creation of sell sheets, photo shoots and hand modeling. Created concept imagery and physical packaging mock-ups used in client alternative selection sessions.

New Paltz Rescue Squad

New Paltz, NY, Jan 2015 - March 2018

Freelance designer, renovated legacy logo graphics to a new model. Designed multiple document templates for all media types used.

UNISON Arts Center

New Paltz, NY, Summer 2017

Designed graphics for event promotions and created promotional assets such as membership cards and brochures.

Education Accomplishments

BFA Packaging Design

FIT, New York, NY, 2017 - 2019

Educated and trained in a client-immersed setting led by practicing professionals and advisory board industry leaders. Attended 2018 FIT Packaging Design Study Abroad Program - Toured London and Amsterdam design firms and museums.

AS in Communication Design

FIT, New York, NY, 2014 - 2016

Accelerated program focusing on core communications design disciplines (typography, photography, branding, advertising, exhibits, graphics, packaging, social media).

AS in Advertising Design & Graphic Technology

SUNY Ulster, Stone Ridge, NY, 2014 - 2016

Field-intensive communications design program focused on advertising, branding and digital media design methods. Recipient of the Global Scholar Award and residency with LaSalle University, Mexico City.