



Maggie Lee

**DESIGNER
PHOTOGRAPHER**

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PROFESSIONAL EXPERIENCE

Remote Brand & Packaging Designer
Aug 2012-present **Freelance**

Contract design work for CPG clients in the food, beverage, toy, beauty and wellness industries. Services include art direction, brand development, trend analysis/application, conceptual design for new product launches, line extensions, presentations, social and e-com content creation.

Sunrise, FL Packaging Designer
Nov 2020-April 2023 **Jazwares**

Worked in collaboration with brand teams and licensors to develop branding systems and packaging solutions for a variety of toys including Squishmallows and Kelly Toy, girls plush and fashion dolls. Responsible for ensuring communication, graphics and substrates suit the products in fun, strategic and cost-effective ways. Other duties include trend application, conceptual ideation, merchandising solutions, market research, presentation design, illustration, retouching, mechanicals, 3D renders and dieline creation.

Columbus, OH Packaging Designer
May 2018-Sep 2020 **Bath and Body Works**

Produced specialty body care products in a collaborative environment as part of the seasonal body care team. Daily responsibilities included 2D label and bottle design, concept design, ideation, trend analysis, internal pitches, managing junior designers and interdepartment collaboration to create consistent and captivating shop stories. Other duties included mechanicals, on-site press checks, mock-up creation, merchandising, fragrance training, patterning trips and focus group analyses.

Fresno, CA Packaging & Brand Designer
May 2016-May 2018 **iLoveToCreate**

Designed packaging, social media, e-commerce, ad campaigns and print collateral for a variety of craft and cosmetic brands including Tulip, Aleene's Glue and Puffy Paint. Additional tasks include press checks, mock-ups, studio photography, photographic manipulation and retouching.

Sarasota, FL Graphic Designer
Aug 2014-Mar 2016 **Boar's Head**

Created a variety of print and promotional pieces. Redesigned dated point-of-purchase and marketing materials, retail signage and applied branding to food-service venues. Assisted in conception and ideation for marketing campaigns and new product introductions.

Sarasota, FL Graphic Design Intern
Aug 2013-Jan 2014 **Ringling College Design Center**

Designed the Accepted Students Package for the class of 2015.

SKILLS AND SOFTWARE

Specialties Packaging and Print, Branding and Strategy, Ideation, Copywriting and Content Creation. Portrait and Product Photography. Digital Imaging Techniques including Retouching, Compositing and Photographic Manipulation.

Software Mac OS. Adobe CC: Photoshop, InDesign, Illustrator, Lightroom. Capture One, SketchUp.

EDUCATION

Sarasota, FL Ringling College of Art + Design
BFA May 2014 **Graphic & Interactive Communication
Photography & Digital Imaging**

Elective Course Work Including: Illustration, Printmaking, Interior Design, Darkroom and Alternative Process Techniques, Large Format, Portrait and Fashion Photography, Traditional Drawing and Painting, Costume Design, Fiber Arts, Screenprinting and Woodworking.