

Allison Rose

SR MANAGER,

product design + graphic design

773 655 6516

bluethimble@gmail.com

7512 N. Rogers Ave.
Chicago, IL 6062

PROFILE

I am a highly prolific, creative, and talented visionary seeking a position as a Creative Director in an equally creative and innovative company. With experience in graphic design, surface design, print & pattern, packaging design, & product design, I will lead a creative team to execute exceptionally creative, innovative, strategic design.

EDUCATION

BFA, Illustration
Rhode Island School of Design

European Honors Program
Rhode Island School of Design
Piazza Cenci, 56
00186 Roma, Italia

SKILLS

// TECHNICAL

Adobe CS
Photoshop
Illustrator
InDesign
Excel
Power Point
Repeat patterns
Screen-printing
Illustration
Graphic design
Typography
Art instruction

PROFESSIONAL EXPERIENCE

SENIOR MANAGER, GRAPHIC & PRODUCT DESIGN

Claire's Accessories | 2019 - Present

- Responsible for leading product design, surface design, print and patterns and graphics for room décor, bridal, bachelorette, events, and fashion accessories for Claire's and Icing Brands
- Drive store average sales (SAS) and EBITDA through strategic, innovation through design and design engineering of product with team of designers
- Beat plan in 2020-2021 in sales for departments managed
- Motivate team to produce impactful, innovative, and meaningful product design, graphics, and artwork through creative direction, elevation of design, and skills transference
- Influence buying team to invest in newness and product innovation
- Full buying team's global line plan to create a strong line of product
- Partner with buying teams and senior leadership to identify key volume drivers
- Initiate trend research and development of departments managed with trend team to integrate in quarterly global design presentation
- Travel to Hong Kong & China quarterly to work with China team and vendors

SENIOR MANAGER, GRAPHIC DESIGN

Newell Brands | 2017 - 2018

- Responsible for leading Outdoor & Recreation Beverage Brands team to execute packaging design of product
- Created highly effective brand identity, packaging, POP displays, promotions, and print and patterns of product with team of designers
- Managed, art directed, and designed the creative strategy and execution from project initiation through asset delivery of Contigo, Bubba, Rubbermaid, Coleman, and Esky beverage brands. Redesigned Contigo and Bubba branding
- Lead the creative development and execution of the brand's guidelines and all related marketing materials, visual assets management, quality control, and project coordination
- Partnered with marketing and industrial design teams and peers to build a creative center of excellence within Newell Brands
- Worked collaboratively with brand and channel teams to understand marketing projects and campaigns
- Evaluated the content of creative briefs as needed, based on complexity and strategic level of project or campaign

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CREATIVE GRAPHIC DESIGN MANAGER FOR HEFTY BRANDS

Reynolds Consumer Products | 2016 - 2017

- Responsible for managing Hefty visual branding team and produced best in class packaging for all Hefty brands tableware, waste bags, and storage bags, and private label for Costco, Sam's Club, and Walmart brands
- Managed creative projects from marketing brief to completion and evaluated all creative solutions for Hefty product lines for all Hefty business units
- Expert design business partner for consumer. Provided business solutions that link to the brand objectives and supported the product proposition of quality with on-shelf presentation and drive sales
- Directed Hefty Brands photography and production of graphics related to Hefty product lines
- Worked with design agencies to design and create new brand architecture within brand guidelines and objectives
- Collaborated with Reynolds Creative Graphic Design Manager to create aligned 2017 Quality Goals measuring quality and ROI of design
- Lead initiatives within a cross-functional environment. Partnered with packaging engineering and marketing to commercialize all nal designs
- Developed design team capabilities, assigned business units' responsibility to graphic designers, and balanced workloads within team

SENIOR GRAPHIC DESIGNER & TEXTILE ARTIST

Claire's Accessories | 2011 - 2016

- Created all prints, artworks, and graphics in line with global trend themes and brand direction for fashion accessories, stationery, tech, cosmetics, and room décor
- Provided art direction to team of brand's prole and aesthetic
- Project lead of graphics for Disney and Studio Pets license

FACULTY SCREEN-PRINTING, DIGITAL, & SEWING INSTRUCTOR

Lillstreet Arts Center Textile Department | 2006 - Present

- Instruct beginning and advanced screen-printing classes, beginning sewing classes, and various workshops
- Facilitate screen-printing textile expertise for students to execute projects
- Teach Illustrator and Photoshop for textile artists

GRAPHIC DESIGN MANAGER

RC2/Learning Curve | 2010 - 2011

- Illustrated 12 infant soft and hard books with developmental features to stimulate babies' learning, growth, and development
- Designed packaging for Lamaze, Disney, and Chuggington Wooden Railway License
- Created Lamaze 2012 Lamaze infant line patterns
- Arranged and styled photo shoots for product shots for catalogs, website, and packaging for Lamaze, Disney, and Chuggington Wooden Railway
- Directed design of new website launch for Lamaze toys

FREELANCER

Claire's Accessories | 2009 - 2010

- Illustration and design of prints, artwork, and graphics within 2010 Trend guidelines

