

Allison Rose

SENIOR DESIGN MANAGER
product development

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PROFILE

I'm a highly prolific, creative, and talented visionary seeking a position in product development and innovation in an equally creative and innovative company. With experience in product development, product design, trend research, graphic design, surface design, print & pattern, and packaging design, I will lead a team to execute exceptionally creative, innovative, strategic design and product.

EDUCATION

BFA, Illustration
Rhonde Island School of Design

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

SKILLS

//LEADERSHIP

Problem solving
Communication
Positive leadership
Empowerment
Time management
Goal setting
Teaching & instruction
Empathy

//CREATIVE

Product development
Innovation
Product design
Creative direction
Trend research & development
Intuition

//TECHNICAL

Adobe CS,
Photoshop
Illustrator
InDesign
Power Point
Excel
Graphic Design
Typography
Illustration
Repeat Patterns
Art Instruction
Screenprinting
Textiles/dyeing

PROFESSIONAL EXPERIENCE

SENIOR DESIGN MANAGER, PRODUCT DESIGN

Claire's Accessories | 2019- Present

- Responsible for leading product development, product design, trend research, surface design, print & patterns, and graphics for room décor, bridal, birthday, holiday events, and fashion accessories for Claire's and Icing brands with team of designers.
- Motivate team through positive leadership to produce impactful, innovative, and meaningful product design, graphics, and artwork through creative direction, elevation of design, and skills transference.
- Initiate trend research and development of departments managed with trend team to integrate in quarterly global design presentation. Identify trends relevant to room décor in alignment with quarterly, retail trend story.
- Partner with buying teams and senior leadership to identify key volume drivers and new areas of growth for product development through strategic research and development of trends for the consumer brand identity.
- Influence buying team to invest in newness, product innovation, and fulfill global line plan with strong line of product
- Drive store sales (SAS) and EBITDA through strategic, innovative design, product development, & engineering of product with team of designers
- Beat plan in 2020-2022 in sales for departments managed. Room décor department is out performing overall company.

SENIOR MANAGER, PACKAGING & 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 & patterns of product with manager, team of designers, and project coordinators.
- 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.
- Led 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.



CREATIVE GRAPHIC DESIGN MANAGER, HEFTY BRANDS

Reynolds Consumer Product | 2016- 2017

- Responsible for managing Hefty visual branding team of designers 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 Hefty business units.
- Expert design business partner for consumer. Provided business solutions that link to the brand objectives and supported the product in quality, on-shelf presentation, and driving 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.
- Led initiatives within a cross-functional environment. Partnered with packaging engineering and marketing to commercialize all final 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 of brand's profile and aesthetic to team.
- Project lead of graphics for Disney and Studio Pets license.
- Managed freelancers for various graphic design projects.

GRAPHIC DESIGNER MANAGER

Tomy Toys | 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 2012 Lamaze infant line patterns.
- Arranged and styled photo shoots of 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.

ART DIRECTOR

Publications International, Ltd. | 2000 - 2008

- Responsible for art direction, design, and production of stationery products.
- Worked with licensors for licensed product: Disney, Debbie Mumm, Pillsbury, and Mary Engelbright.
- Researched projected market trends and created trend boards to assist with creative development.

FACULTY SCREENPRINTING INSTRUCTOR

Lillstreet Arts Center

Textile Department | 2006 - Present

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

