Allison Rose

CREATIVE DIRECTOR
Brand Strategy | Packaging | Product Innovation

773 655 6516
allisonrosedesigns.com
bluethimble@gmail.com
Chicago, IL 60626

EXECUTIVE PROFILE

Creative leader shaping consumer brands, packaging and product experiences across CPG, fragrance, home, accessories and licensed products. Builds and inspires creative teams, translating consumer insights and cultural trends into distinctive brand experiences that drive engagement and commercial growth. Combines strategic vision, strong design sensibility and hands-on leadership to bring ideas from concept through commercialization.

CORE EXPERTISE

Creative Direction & Brand Systems • Packaging & Point-of-Sale • Consumer Insights & Trend Strategy
Product Innovation & Commercialization • Team Leadership & Coaching • Agency & Vendor Management
Cross-Functional Collaboration • Visual Storytelling & Presentations • AI-Enabled Creative Tools

CREATIVE DIRECTOR | Showhouse, The Moret Group | 2026–Present

Lead creative and product development for a startup home-fragrance company and subsidiary of The Moret Group, spanning candles, diffusers and room sprays.

- Direct creative vision across brand development, packaging design, product innovation, marketing materials and fragrance concepts.
- Build and lead a flexible network of freelance designers, creative partners, fragrance houses and manufacturers, establishing priorities and maintaining design quality.
- Guide projects from initial concept and consumer storytelling through sampling, production artwork and commercialization, balancing creative vision with cost, feasibility and timelines.
- Spearheaded new business outreach, securing presentation opportunities with major national retailers, including Aldi and TJX, while establishing key buyer relationships.

DIRECTOR OF CREATIVE MARKETING & DESIGN | Belle Aire Creations | 2022–2026

Directed fragrance marketing strategy, brand storytelling and creative design for home and personal care categories.

- Translated consumer insights, fragrance trends and cultural movements into original brand concepts, compelling product stories and customer-facing creative presentations.
- Led creative execution and mentored a graphic designer, collaborating with sales, fragrance evaluation and product development teams to bring concepts to market.
- Directed turnkey product development and packaging design for sister company Maker's Blend, integrating fragrance, brand identity and consumer experience.
- Contributed to Belle Aire's significant growth by elevating creative marketing, strengthening customer relationships and developing compelling brand concepts ahead of its acquisition by Givaudan.

SENIOR DESIGN MANAGER, PRODUCT DESIGN | Claire's Accessories | 2019–2022

Led global design and product strategy across room décor, events and fashion accessories.

- Guided and developed a team of designers across graphics, surface design, patterns and product development.
- Partnered with trend, buying and senior leadership teams to identify consumer opportunities, establish creative direction and support commercial priorities.
- Helped drive Room Décor to become Claire's top-performing department in 2021–2022, exceeding sales plans from 2020–2022.

SENIOR MANAGER, PACKAGING & GRAPHIC DESIGN | Newell Brands | 2017–2019

Led packaging and brand design for Contigo, Bubba, Rubbermaid, Coleman and Esky beverage brands.

- Established creative direction and brand standards across packaging, point-of-purchase displays, promotional programs and marketing assets.
- Managed designers and partnered with marketing, industrial design and engineering teams from creative brief through production, helping build a creative center of excellence

CREATIVE GRAPHIC DESIGN MANAGER, HEFTY BRANDS | Reynolds Consumer Products | 2016–2017
Led brand design, packaging and creative execution across Hefty and private-label consumer product programs.

- Managed a design team and directed photography, brand architecture and packaging for national retail channels, including Costco, Sam's Club and Walmart.
- Collaborated with marketing and packaging engineering to maintain brand integrity and design quality through commercialization.

SENIOR GRAPHIC DESIGNER & TEXTILE ARTIST | Claire's Accessories | 2011–2016
Created trend-driven graphics, prints and artwork across fashion accessories, stationery, cosmetics and room décor. Led licensed graphics for Disney and Studio Pets and directed freelance designers.

EARLIER EXPERIENCE | Tomy Toys; Publications International, Ltd.; Claire's Accessories | 2000–2011
Graphic design management, art direction, illustration, licensed product development, packaging and photography styling.

ADDITIONAL CONSULTING
Allison Rose Designs | 2022–Present — Packaging and promotional design for Beemster Cheese; branded accessories and jewelry design for Claire's / YM Jewelry.

EDUCATION & TOOLS
BFA, Illustration — Rhode Island School of Design (RISD) | RISD European Honors Program, Rome
Adobe Illustrator, Photoshop & InDesign • PowerPoint • AI-driven creative and research tools • WGSN • Mintel • Spate • Future Snoops