

Education

Art Center College of Design, Pasadena, California
Bachelor of Fine Arts in Graphic and Packaging Design
Pasadena City College, Pasadena, California
Graphic Design Major
TAFE International, Perth, Western Australia
Fine Art Major

Professional Experience

Sr. Designer / Production Artist at Henkel (Sexyhair, Mydentity, Deva Curl and STMNT), Culver City (11/2020 to present)

- Translate creative briefs and strategic direction into outstanding design executions across campaigns, print, retail, and education.
- Own the production process across all MSDS for Packaging and Print production focus: Includes all packaging production, all POG's, support print production and digital production, packaging. Support presschecks, mockups, color approvals) ensuring consistency with each brand's identity.
- Maintain a sharp eye for detail and uphold the highest production standards across all deliverables.
- Partner with Brand, and trade to develop cohesive and impactful production assets across all touchpoints.
- Stay current with production trends, digital formats, and cultural aesthetics to infuse innovation and relevance into every project.

Sr. Packaging Designer for LORAC Cosmetics, Los Angeles, California (01/2017 to 12/2019)

- Driving sales up by creating eye catching and innovative packaging, merchandising, in-store display and trade show booth
- Creating training guide which helps field team to be more informative
- Lowering budgets by negotiating pricing, materials and fees with vendors
- Art Direct, reviewing pre-production samples, press check, project managing
- Gaining brand popularity on social media by creating engaging gif animations

Sr. Packaging Designer (Full time) for Nike Accessories at ENI JR 286, Torrance, California (07/2013 to 09/2016)

- Enhancing user experience by creating and designing new exposed packaging
- Designing new user menus/instructions to help consumer understand the product functions with ease
- Overseeing China production team to ensure the packaging quality
- Working closely with vendors to explore all possible printing/material/pricing options

Packaging Designer (Long term Contract) for Pharmavite LLC., Northridge, California (05/2012 to 09/2012)

- Create and design packaging, logo, ads, posters, website, powerpoint presentation

Packaging Designer (Full time) for Jakks Pacific Inc., Malibu, California (08/2005 to 12/2008)

- Involved in various packaging design projects

Graphic Designer (Freelance) for MJZoom, Pasadena, California (04/2005 to 05/2007)

- Create new product packaging • Layout and design 2005 Holiday cards catalog

Lead Designer (Freelance) Custom LeatherCraft, South Gate, California (03/2005 to 11/2005)

- Create new product packaging • Redesign logo and stationery.

Lead Designer (Contract) for Hosa Technology, Inc., Buena Park, California (07/2004 to 09/2004)

- Create and design new product packaging and in store signages • Art direct magazine ads.

Graphic Designer (Part time) for Lindstrom Design, Glendora, California (12/2003 to 05/2004)

Assisted in the design and production

Graphic Designer (Freelance) for Ladder Design, Santa Monica, California (09/2002 to 11/2005)

Assisted in the design and production

Essential Skills

- Expertise in Adobe Creative Suite (Photoshop, Illustrator, InDesign);
- Expertise understanding of packaging and print production
- Proven ability to manage multiple projects simultaneously in a fast-paced environment.
- Excellent collaboration and communication skills.
- Passion for visual storytelling and pushing creative production boundaries.
- Strong print packaging design skills
- Able to work with 3rd party vendors
- Flexible and able to work with cross functional internal teams
- Highly detail oriented and organized

Languages

English - Fluent
Chinese (Mandarin) - Native.

General Interest

Architecture, fashion, Pool Billiards, tennis, golf and video games

Portfolio and References

<https://evanyangdesign.com>