

# emilygreene

birdiegreendesign.com

203.807.1853 | emilygreen0506@gmail.com | 7 Vespucci Road Norwalk, CT 06850

## experience

### BIC USA Shelton, CT

#### **Brand Design Consultant - Stationery** / August 2018 - Present

Create new and competitive package designs, merchandising, and digital content for the stationary division of this world leader in stationery, lighters, and shavers.

### Fletcher Knight Stamford, CT

#### **Design Director** / September 2015 - August 2018

Build consumer insights and brand strategy into compelling package design. Create visual reinforcements for these designs with stimulating adcepts, moodboards, and pitchdeck layout.

### L'Oréal Paris New York, NY

#### **Senior Art Director** / September 2011 - July 2015

Responsible for conceptualizing, developing, and designing graphics for L'Oréal Paris cosmetic merchandising walls in the U.S. market. Coordinate with marketing teams to devise a creative plan that will direct consumers to easily find products, while proposing a clear and structured offer.

- Redesigned the 2015 L'Oréal cosmetic wall to reflect the latest campaign.
- Delegate work flow to art director, outside vendors, and assist with any issues.
- Work directly with printer to shade match all L'Oréal cosmetic products.
- Attend bimonthly meetings with senior marketing executives to present wall graphics.
- Balance budget allotted for retouching, shade matching, mechanicals, and comps.

### Colgate-Palmolive New York, NY

#### **Senior Package Designer** / May 2009 - September 2011

Worked directly with clients to update and redesign product packaging on an assortment of personal care brands owned by Colgate-Palmolive such as SoftSoap, Palmolive, and Irish Spring.

### Freelance Design

August 2008 - April 2009

- Colangelo Synergy Marketing - Darien, CT
- Daymon Worldwide - Stamford, CT

### Colangelo Synergy Marketing Darien, CT

#### **Art Director Packaging & Branding** / May 2003 - July 2008

Part of a creative team responsible for the development of original packaging and branding designs for a wide range of clients. Developed concepts from a creative brief through production, managing both content and time constraints.

Adobe Creative Suite  
Microsoft Office

B.A., Studio Art & Graphic Design  
Southern Connecticut State University - New Haven, CT

## skills

## education

## references

References available upon request. Portfolio: [birdiegreendesign.com](http://birdiegreendesign.com)