

EMILY GREENE

BIRDIEGREENEDSIGN.COM

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experience

BIC USA Shelton, CT

Brand Design Lead Consultant / August 2018 - Present

Create new and competitive package designs, merchandising, and digital content for the 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.

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.

skills

Adobe Creative Suite | Microsoft Office

education

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

references

References available upon request. Portfolio: birdiegreendesign.com