

experience 2014 - PRESENT **POWERSHOVEL CREATIVE** Senior Designer/Art Director

Blocki Perfumes, Le Labo, June Jacobs, So Cozy Kids

- Designed brand concepts, logos, packaging and visual merchandising for the international beauty and fragrance market
- Responsible for multiple facets of brand development from ideation to production

2014 **MIRRORBALL** Senior Designer

Radler, Amstel Light, Newcastle, Dos Equis

- Designed and Produced event spaces, bar layouts, props, sampling collateral, mechanical files, large-scale banners, interactive kiosks and consumer experiences

2013 **LANDOR ASSOCIATES** Senior Packaging Designer

Smirnoff, The Club, Hood, Cetaphil

- Designed logos and packaging for the liquor, pharmaceutical and food markets
- Art Directed off-site photo shoots
- Developed line extensions and new innovations
- Managed retouching and production artists
- Responsible for brand development through a range of touchpoints
- Produced mechanical files, maintaining brand guidelines and meeting production challenges
- Presented design options, facilitating handover of production files in client meetings

BOYD SHROPSHIRE

design + typography + illustration

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References and PDF samples available upon request

2011-2014 **BLUE MARLIN BRAND DESIGN** Senior Packaging Designer / Production

Fram, Angel Soft, Prestone, Dixie, Murray's Cheese, Robitussin, Quilted Northern, Scotts, Mars

- Designed packaging, logos, illustrations
- Managed color, retouching and visuals, presenting directly to clients
- Responsible for brand development through a range of touchpoints
- Produced mechanical files, maintaining brand guidelines and meeting production challenges

2012 **BEARDWOOD & CO** Senior Packaging Designer

- Designed packaging, logos, and illustrations for the beauty and skin care market

2011 **THE BRAND UNION** Senior Packaging Designer

Malibu Red, GSK, Bormioli Rocco, Four Brothers

- Designed concepts, logos, logos, illustrations, packaging and advertising concepts for the pharmaceutical and spirits market
- Art Directed freelance designers and illustrators
- Managed color, retouching and visuals, presenting directly to clients
- Responsible for brand development through a range of touchpoints

2009 **MATADOR RECORDS** Creative Director, Designer and Illustrator

Kurt Vile's Childish Prodigy, Kurt Vile's He's Alright 7"

- Designed CD, LP + 7" with Greg Kletsel and Kurt Vile
- Worked with Production Manager on proofing and color details relating to the releases

2008-2011 **CHAD LAVIGNE, LLC** Full-time Senior Designer

American Eagle, Aerie, Bath and Body Works, Kate Walsh, Eddie Bauer, DKNY, Kiehls, Marc Jacobs, Mary J. Blige, Michael Kors, FCUK, Tommy Hilfiger

- Designed concepts, logos, illustrations and packaging for the luxury goods and beauty market
- Managed and Art Directed freelance designers and illustrators
- Managed color, retouching and visuals, presenting directly to clients
- Worked with comp houses to produce bottle and box packaging from 2d concepts
- Responsible for brand development ranging from packaging to collateral items

2007 **LAIRD + PARTNERS** Junior Designer

DKNY, DKNY Jeans, Donna Karan

- Designed print advertisements, mailer and collateral items for Spring 2008 campaigns

education

2005 **UNIVERSITY OF FLORIDA**

Bachelor of Fine Arts in Graphic Design

tools

MAC OS + PC PLATFORMS

Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Lightroom, Dreamweaver/CSS

PRODUCTION

Proficient in mechanical production, retouching and comping

FINE ART + ILLUSTRATION

Proficient in various illustration styles, collage and hand lettering