

Roxana Shamsazar

roxanashamsazar.com | rshamsazar@gmail.com

DESIGN EXPERIENCE

Dr. Squatch - Senior Packaging Designer | February 2022–Present

- Oversee and execute packaging designs from concept to final delivery for a wide range of personal care products in the US, Canada, and Europe
- Design partnership packaging from ideation to final approvals, working closely with cross-functional teams at partners including Disney, Marvel, Universal, and Warner Bros
- Oversee the design of in-store displays for retailers including Walmart, Target, and Costco, ensuring cohesive brand representation and impactful presence on shelves
- Conceive, design, and iterate packaging solutions for new products
- Develop comps, dielines, and templates for multiple product lines
- Design marketing materials including print, digital, ecommerce, video, and social media
- Source assets from partnership asset libraries, ensuring designers are able to effectively develop packaging concepts while staying within partner guidelines
- Create visual style guides and creative briefs to aid other designers, ensuring consistent visual quality, style, and detail throughout several product lines
- Analyze market trends, customer feedback, and performance data to develop effective packaging designs across a wide range of personal care products
- **Recognitions and awards:**
 - 2024 ADDY Silver Winner: Sales Promotion Packaging - Campaign: Harry Potter
 - 2024 ADDY Silver Honorable Mention: Sales Promotion Packaging - Campaign: Avengers
 - 2023 NBCUniversal Partner Summit: Health/Beauty Product of the Year: Jurassic Park

Venable LLP - Graphic Designer | September 2017–February 2022

- Established and maintained firm's visual guidelines to promote brand consistency and recognition through materials including digital and print advertisements, brochures, invitations, publications, and conference signage
- Developed firm-wide, on-brand Outlook, PowerPoint, and Word templates
- Collaborated daily with various internal and external teams including editorial, business development, web team, printers, and photographer

Vivabox Solutions - Freelance Packaging Artist | March 2017–February 2019

- Designed product packaging for Sephora including layouts, accompanying print materials, and print-ready files

Lidl / Schawk! - Freelance Packaging Designer | September 2016–April 2017

- Created consumer packaging and designed panel artwork for a wide range of household and food products

Bead Bazaar USA - Packaging Designer | May 2012–December 2015

- Developed packaging artwork for toy kits including ideation, patterning, illustration, and photography/editing

SKILLS

Design: Highly experienced in: color & composition, branding, typography, layout & multi-page print/digital publication design, packaging, product photography & retouching, concept sketching & technical drawings

Technical: Expert with: Adobe Suite (Illustrator, InDesign, Photoshop, Dreamweaver) and Microsoft Office (Word, PowerPoint, Outlook) & Google Suite | Proficient in Figma, Sketch, After Effects, and digital photography

EDUCATION

BFA Graphic Design | Maryland Institute College of Art (MICA) | Graduated Cum Laude

User Experience Design Circuit | General Assembly