

# jessica k. wahl

graphic designer specializing in package design

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## • experience •

### RMS INTERNATIONAL • NORTH ANDOVER, MA

*Lead Graphic Designer of Toy Team, 2020 – Present*

- Manage and creatively lead a team of six designers specializing in Toy product ranges, including Dolls, Construction, RC & Die-cast Vehicles, Projectiles, and Inflatables
- Create on-trend and visually appealing styleguides from a single item to spanning an entire product range
- Research and incorporate market trends within the industry and beyond to apply to both product development and packaging
- Work closely with Creative Director to strategize large customer presentations and new product development
- Give creative direction and critique designer work to improve finished result and strengthen designer's skills
- Work directly with sales team to anticipate and fulfill customer design requests
- Estimate, prioritize, and enforce timelines across multiple ongoing customer presentations to best complete with efficiency and high quality
- Exercise acute attention to detail while proofing my work and others before sending to production
- Communicate and liaise internationally with other offices to fill artwork requests and clarify factory queries
- Find ways to sneak my love of dragons into as many items as possible

*Graphic Designer, 2017 – 2020*

- Follow and apply existing styleguides to a range of products spanning Toy, Craft, Games, Dig, Science, Plush, Stationery, and Impulse categories
- Design artwork for Licensed items following strict brand guidelines for licenses such as LOL Surprise!, Little Tikes, and NASA
- Create new artwork for items outside of established ranges as one-off designs
- Photograph product for box imagery including main image, content shots, and call-out process pictures
- Create product specs to instruct factory on manufacture of product including package layout and item specifications
- Ready artwork files for production and upload to factory servers via FTP
- Assist in the creation of physical mockups for customer samples by tacking, cutting, and filling content

### METRO CREDIT UNION • CHELSEA, MA

*Marketing Internship, Winter & Summer Breaks 2014 – 2016*

- Plan and implement marketing promotions as part of team of four
- Design all materials for Summer Giveaway promotion
- Assist in website redesign, including selecting and purchasing images, and updating site with new featured product ads and sliders
- Create various credit union collateral while maintaining company brand

## • awards & achievements •

- Employee of the Month June 2021
- Chosen to attend New York Toy Fair 2019 and 2017
- RMS Int. Artwork Contest Winner, February 2018
- Interactive Digital Design Leadership Award, 2017
- Lambda Pi Eta School of Communications Honors Society, 2017

## • skills •

Adobe Illustrator	Package Design
Adobe Photoshop	Art Direction
Adobe InDesign	Logo Design
Typography	Microsoft Office Suite
Photography	HTML/CSS

## • education •

### QUINNIPIAC UNIVERSITY • HAMDEN, CT

*B.A. Interactive Digital Design, May 2017*

Minor in English

Graduated Magna Cum Laude

Dean's List, 2013 – 2017

### MASSEY UNIVERSITY • WELLINGTON, NEW ZEALAND

*College of Creative Arts*

Spring 2016 Semester Abroad