

LAUREN REDIG

ART DIRECTOR CREATIVE DIRECTOR GRAPHIC DESIGN

CONTACT

P: 773.315.1015

E: lanneof@yahoo.com

W: laurenredig.com

EDUCATION

BACHELOR OF SCIENCE: ARTS MANAGEMENT

1997

Quincy University
Quincy, IL

SUMMARY

22 years of design
experience

Lived abroad in
New Zealand

PROFESSIONAL SKILLS

Packaging design
Product design
Trend development
Photo art direction
Brand Innovation
Pattern design
Print design

COMPUTER SKILLS

Adobe Illustrator
Adobe Photoshop
Adobe InDesign

ABOUT

I'm an Art Director with a strong background in packaging, product design and photo art direction seeking a creative position where I can apply my knowledge and skills. Specializing in packaging, branding and innovation for fortune 500 companies including General Mills, Target, Welch's, Walgreens, Rite Aid and Safeway.

WORK EXPERIENCE

ART DIRECTOR

Anthem Worldwide, Minneapolis, MN

- Functioned as the creative design lead for the packaging redesign of Rite Aid's pharmacy private label brand. Established a design system across 20 categories including Vitamins, First Aid, Feminine Care and Baby. Created a cohesive brand while giving each category their own design solution
- Worked directly with the client and account lead to develop winning solutions for each unique category. Showed strong presentation skills with the ability to express rational design thinking while meeting the objectives of the creative brief
- Art director for Albertons/Safeway private label brands including Open Nature and Signature Cafe including art directing photo shoots. Collaborated with other art directors on brands such as Signature Select and O Organics

SENIOR DESIGNER

Periscope, Minneapolis, MN

- Product Design and trend development for Walgreens seasonal. Curated color palettes, patterns, icons, materials from inspiration to product development for their seasonal merchandise guide. Products included indoor and outdoor decor, housewares, apparel, bags and toys for their retail spaces nationwide
- Developed and maintained cohesive packaging for Walgreens private brands including Well at Walgreens, Walgreens Seasonal, Nice!, and Beauty brands
- Art directed photo shoots for packaging and seasonal trends that range from food, costumes to gifts. Work successfully with photographers, prop and food stylists, models and art producers

SENIOR DESIGNER

Alberto Culver, Melrose Park, IL

- Worked with the global creative director and brand managers on TRESemmé, Nexxus, St. Ives, Noxzema and the Soft & Beautiful brand
- Designed beauty packaging for brand refresh, new products and line extensions on all global brands

ART DIRECTOR

The Aromatherapy Company, Auckland, New Zealand

- Managed the creative & marketing departments for the New Zealand based body-care company. Head of packaging design for consumer products
- Worked closely with the director in product development of all beauty products
- Partnered with sources in China and Hong Kong regarding printing and production, also finding new components to keep each range unique and fresh