



Lauren Redig

CREATIVE DIRECTOR | ART DIRECTOR | PACKAGING DESIGN

SUMMARY

Creative Director with a 25-year career dedicated to excellence in packaging design for national and owned brands. Specializing in beauty, food & beverage and health & wellness, I have a proven track record of designing impactful packaging for Fortune 500 clients. From new product launches to large-scale private label brand refreshes, I approach every project as a unique opportunity to solve complex design challenges and achieve strategic brand goals.

WORK EXPERIENCE

FREELANCE ART DIRECTOR

Minneapolis, MN // June 2025 - PRESENT

- Partner with clients on select project-based freelance assignments, providing art direction and design support for brand identity, packaging, print, and digital. Collaborate closely with clients to develop thoughtful creative concepts and deliver design solutions from concept through final production.

ASSOCIATE CREATIVE DIRECTOR

Equator/SGK, Minneapolis, MN // January 2018 - June 2025

- As the lead associate creative director, I oversaw the brand identity and packaging for Rite Aid's 9 owned brands, driving the creative vision through close collaboration with both internal and external teams
- Provided the creative leadership and strategic direction necessary to inspire team innovation and deliver solutions that surpassed organizational marketing objectives
- Conceptualized and executed holiday-specific packaging designs and patterns for high-volume seasons including Christmas, Valentine's Day and Halloween, ensuring all creative assets aligned with emerging consumer trends and brand identity

SENIOR DESIGNER

Periscope (Betty), Minneapolis, MN

- Led product design and trend development for Walgreens seasonal merchandise guide, curating color palettes, patterns, icons, and materials
- Developed and maintained cohesive packaging for Walgreens private brands for health & wellness, snacks & beverages and beauty
- Art directed photo shoots for packaging and seasonal trends (food, products, gifts), collaborating successfully with photographers, food stylists, models, and art producers

SENIOR DESIGNER

Alberto Culver, Chicago, IL

- Partnered with global creative directors and brand managers to design packaging for TRESemmé, Nexxus, St. Ives, Noxzema, and Soft & Beautiful, leading brand refreshes, new product launches, and global line extensions

ART DIRECTOR

The Aromatherapy Company, Auckland, New Zealand

- Managed the creative department for packaging and product development for the candle and body care company. Maintaining a pulse on Australian and New Zealand industry trends. Partnered with China and Hong Kong manufacturers to source unique components and oversee global production

CONTACT

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EDUCATION

Quincy University
BS: Arts Management
Quincy, IL

SUMMARY

Minneapolis based

25+ years of design
experience

Lived abroad in
New Zealand

PROFESSIONAL SKILLS

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

COMPUTER SKILLS

Expert in Adobe
Creative Suite

- Illustrator
- Photoshop
- InDesign