

# aimee harrell

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## Career Highlights

### Content Management:

Managed over 50 labels, keeping up with regulation and design updates.

### Production Experience:

I've worked for 2 different print shops, worked with multiple dielines, and have experience setting up packaging designs.



References available upon request.

## Experience

### September 2024 – December 2025

Nite Ize

Graphic Designer

Boulder, CO 80301

- Set up, edited, and finalized multiple packaging labels with required regulatory information, multiple languages, and UPCs
- Designed new labels on custom-made dielines for new products and product line extensions based on company branding and category research
- Handled additional projects simultaneously with frequent shifting priorities and timelines

### October 2022 – August 2024

PLZ Corp.

Graphic Design and Packaging Designer

Remote

- Set up, edited, and finalized multiple CPG labels and cartons with required regulatory information; these labels had multiple languages, sizes, and included EPA labels
- Designed new labels based on customer branding and category research
- Created UPCs for UPC-A and ITF-14 using free online source
- Set up 3D renderings of aerosol cans using Strata 3D
- Handled multiple projects simultaneously with frequent shifting priorities and timelines

### May 2019 – July 2022

Bluebird Botanicals

Sr. Graphic Design and Packaging Designer

Louisville, CO 80027

- Managed 50+ product labels for consumer supplements, including design, implementation of legal requirements, version control, color, and label process across two distinct main brands
- Established new design systems for full cross-departmental visibility and quality control
- Led creative label redesign of full product suite for e-commerce and retail channels
- Ensured brand integrity and unique visual identity through regular audits of all major creative assets
- Created digital content for multiple platforms including email, social media, display ads, and internal assets
- Managed the creative process of photographing the product suite, including managing vendors, creating shot lists, gathering products, and staging photos
- Designed and proofed promotional materials including postcards, catalogs, brochures, shipping box designs, T-shirts, stickers, and more
- Managed multiple projects simultaneously amid shifting priorities and timelines
- Started as a Production Designer, promoted to Graphic Designer, then promoted to Sr. Graphic Designer and Packaging Designer

### January 2019 – April 2019

Roth Staffing: Marcus & Millichap

Temporary Contract

Denver, CO 80202

- Provided friendly customer service at the front desk and assisted with daily operational tasks
- Prepared Under Contract listings through MNet
- Managed company database to maintain utmost data integrity

### June 2017 – October 2018

All Star Signs & Specialties

Graphic Designer

Lafayette, LA 70508

- Led the creative process from start to finish for each client, including interpreting project briefs designing multiple options within client specifications, and preparing files for production after approval
- Managed numerous client projects simultaneously amid tight deadlines
- Established internal content review processes
- Ordered and tracked vendor orders

### November 2016 – June 2017

Touché Printing and Signs

Graphic Designer

Lafayette, LA 70508

- Handled projects from design conception to final production
- Prioritized jobs according to production time, receiving date, and/or due date
- Managed in-house printer and operational tasks, including setting up print jobs, verifying paper type and size, checking print quality, color matching, and troubleshooting

## Skills and Areas of Expertise

- Time management
- Designing for digital & print
- Proofreading & copy writing
- Layout & typesetting
- Inventory management
- Adobe Illustrator, Photoshop, & InDesign
- Finalizing for production
- Microsoft Word, Power Point, & Excel
- Packaging & label design
- Proficient on PC & MAC
- Team player
- Resourceful
- Organized
- Critical thinking skills
- Dependable

## Education

Fall 2010 – Fall 2014

University of Louisiana at Lafayette,  
BFA, Concentration: Graphic Design

## Achievements

Graduated with Honors (Cum Laude), December 2014

American Advertising Awards, April 2014

State Level: Silver ADDY, Collateral-Poster Category