



## CAREER SUMMARY

Hey, hi, hello! I'm a designer with 9+ years of experience who is self-motivated, ambitious, and detail-oriented with a passion for both print and digital media. Specialize in strategic branding, art direction, and packaging design. In short I'm a problem solver, storyteller, and all-around creative. Perform with a curious and keen sense of design. Exceptional interpersonal skills with efficient time management proficiency and encourage collaborative feedback.

## EDUCATION

### Champlain College

BFA Graphic Design & Digital Media | 2010 - 2014

### Sessions College

Certificate in Marketing | Dec 2019

### Adobe MAX Conference

Attended 2020-2022

## CONTACT ME

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# ALEXANDRA REIMAN

ART DIRECTOR + BRAND DESIGNER

## WORK EXPERIENCE

### Tristar Products Inc. / Spectrum Brands

Art Director | Sept 2017 - Present

- Managed packaging design, photography, and marketing assets for latest product launch resulting in a 31% gained market share after only 7 months
- Executed industry-leading houseware brands such as PowerXL and Copper Chef from concept to completion resulting in worldwide recognition
- Managed freelance designers, photo retouchers, and hired talent for photoshoots
- Rated #1 brand in air fryer by NPD from 2019-2021
- Lead the development and implementation of brand guidelines for new brands to ensure quality control and consistency across all departments
- Designed engaging packaging for new and revamped worldwide brands (includes bilingual markets)
- Art directed hundreds of photoshoots for print, web, and social
- Generated marketing assets for sales & trade shows
- Worked with producers to create videos for social & TV

### Vermont Smoke & Cure

Freelance Graphic Designer | April 2016 - January 2019

- Designed content for campaigns across print, web, email, & social media for CPG product launches, and MailChimp newsletters
- Updated Amazon and Shopify content increasing brand awareness, social media growth, and online sales revenue
- Designed presentations, sell sheets, & mock-ups for sales

### Healthy Living Market & Café

Senior Graphic Designer | April 2014 - July 2016

- Designed in-store packaging, marketing collateral, email newsletters, social media, digital ads, Shopify & website updates
- Designed integrated 360 marketing campaigns for targeted demographics from concept to development
- Increased online presence and improved customer experience
- Photographed for web and print ads & promo collateral
- Collaborated with the design team to update brand standards guide and revamp logo for growing consumer demographic
- Balanced priorities and strict deadlines with ease

## Additional Brands I've Worked With:

Cabot Creamery - Emeril Lagasse - George Forman - Black & Decker - SHAQ - Charleston Shoe Company - Dog on' Caddy - Remington - Copper Fit

## PROFESSIONAL SKILLS

Art Direction	Design Thinking	Typography
Brand Identity	Digital/Email Marketing	Illustration
Packaging Design	Brand Development	Color Theory
Web Design	Project Management	Photo Editing
Content Creation	Print Design	Sketch/Figma
Marketing Strategy	Social Media Management	Adobe Creative Suites