

sharon.lee

EXPERIENCE

2023

PIM BRANDS INC SENIOR DESIGNER

Created e-commerce presence for Welch's Fruit Snacks / Juicefuls / Fruit N' Yogurt / Zero Sugar
Designed and increased ad trafficking for upcoming brand launches and PR collaborations
Conceptualized logos and packaging design for Welch's Fruitfuls / unreleased snacks
Developed and improved company internal DAM and Intranet systems to simplify workflow
Assisted Marketing Team with Syndigo to best visualize products for wholesale consumers
Modified packaging and trade ad artwork to assist Packaging Designers
Utilized Asana to track my daily / long term assignments
Initiated multiple storefronts / A+ & B+ Content / Social Media designs for Welch's & Confectional Snacks
Followed a SCRUM based work system to maximize clarity and productivity in the workplace

2018 - 2022

PACKABLES GRAPHIC DESIGNER

Designed and created numerous captivating health & beauty advertisements
Established and increased online presence through social media campaigns and projects
Utilized the Amazon / Pharmapacks / Splashe D2C platforms on a daily basis
Researched and monitored backend analytics via Amazon Marketplace
Performed onboarding duties and welcomed new Designers and Art Directors
Proposed and composed various workflow processes by leveraging Google Drive
Implemented onboarding training programs for Asana Integration
Deployed multiple storefronts featuring custom A+ & B+ Content / Banners / Email Templates

2016

STONEFEATHER | THE ROLLING PAPER INC. DESIGN INTERN

Assisted in predictive designing of current/future trendy clothing lines
Leveraged numerous Mood Boards & Collection Maps in project management
Worked in various collaborative settings and participated in frequent brainstorming sessions
Attended and performed research on contemporary designs via fashion trade shows
Assisted in fashion expo at Las Vegas

EDUCATION

2013 - 2017

RHODE ISLAND SCHOOL OF DESIGN BFA INDUSTRIAL DESIGN

PROGRAMS

PHOTOSHOP | ILLUSTRATOR | INDESIGN | DIMENSIONS | JIRA