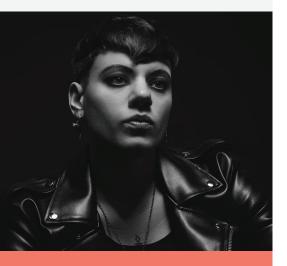
LI HAMMOND

Graphic Designer



ABOUT ME

A multi-faceted creative and experienced Packaging Designer with a strong emphasis on luxury, beauty, personal care and consumer products. Strengthening communication through design and marketing sectors to lead in competitive markets.

CONTACT

- 8 Murphys Ln Shelton,CT 06484
- **** 203.915.3850
- ☑ lisa.designsolutions@gmail.com
- # lisadesignsolutions.com

SKILLS

Adobe Photoshop Adobe Illustrator Adobe InDesign Adobe Lightroom Microsoft Office

HIGHLIGHTS

Driven problem solver
Detail-oriented
Multi-tasker
Adept communicator
Responsible team playe

EXPERIENCE

JINKX MONSOON X OSM

Freelance Graphic Designer 2023-2025 - Remote

- Created primary and secondary packaging for the Hera perfume release.
- Worked with OSM from concept to print to make a special edition bottle that would fit their brand guidelines but also stand out as a collaboration.

PROTOCOL-LAB SKINCARE

Freelance Graphic Designer 2022-2023 - Remote

- -Developed new primary product packaging concepts from start to completion for the new skincare line "Elements" by Protcol-lab Skincare.
- -Produced various print and web materials for campaigns.
- -Performed in a deadline-driven environment.

TRUE BOTANICALS

Packaging and Digital Designer 2021-2022 - San Francisco

- -Collaborated with the marketing team to create web, email, and social media content.
- -Developed the brand image, icons, and illustration library.
- Worked closely with the CEO on retouching brand imagery from photoshoots for web and print.
- -Designed packaging for product launches.

HERBIVORE BOTANICALS

Graphic Designer 2017-2021 - Seattle/San Francisco

- -Designed various marketing materials including: product labels, product packaging, mailers, samples, brochures, banners, emails, ads, presentations, one-pagers, and social media content.
- -Fullfilled weekly Supply Chain need of compliance updates, carton and label re-prints.
- -Worked with New Product Development to develop new product packaging concepts.
- -Created Visual Merchandising and signage for Sephora stores.
- -Assisted with photo editing and product Ecomm site renders for Nordstrom and Sephora.

DANAE PROSTHETICS, LLC.

Contract UI/UX Web Designer 2016-2018 - Seattle

- -Lead the direction for design and development.
- -Created brand style guides and print materials.
- -Designed web and mobile sites from wireframes to the completed renders.
- Worked with programmers to resolve issues and implement sites.

EDUCATION

SEATTLE PACIFIC UNIVERSITY

Visual Communication BFA 2011

MEMBERSHIP

AIGA

Professional Association for Design 2009-2024