

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

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SKILLS

Adobe Photoshop	=====
Adobe Illustrator	=====
Adobe InDesign	=====
Adobe Lightroom	=====
Microsoft Office	=====
Illustration	=====

HIGHLIGHTS

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

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 Protocol-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.
- Fulfilled 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