

MRWRIGHTDESIGN.COM

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DESIGN EXPERIENCE

FREELANCE DESIGNER | TFI Envision

Norwalk, CT | August 2008 - present

Conceptualized and developed package designs, header cards, display boots and trays for a variety of Unilever and Honeywell brands including Dove, Vaseline, Fram, and Bendix

- Worked directly with Liz Ball, President and Creative Director conceptualizing innovative, structural displays for existing Unilever products
- Developed new design and identity for Bendix® TitaniumMetallic 2 Semi-Metallic Brake Pad line
- Generated concepts and developed Flash animations for current popup intros on TFI website (www.tfienvision.com)
- Other responsibilities included taking part in conference calls, in-house photography, creating digital renderings and comps for focus studies

DESIGNER | Courtney & Co.

New York City, NY | June 2007 - present

Acted as the principal designer on Molasses-Reef, A Ritz-Carlton Managed Residence

- Responsible for conceptualizing and fulfillment of ad campaign including art directing on location in the Turks & Caicos Islands
- Produced a variety of deliverables including direct mailer, quarterly newsletter, sitemap, floorplans, and large format banners
- Collaborated on logo designs, packaging, eblasts and other collateral for clients such as The Residence at The Ritz-Carlton, Bachelor Gulch; The Real Estate Book; Ivy Crossings Corporate Center, Princeton; RAISE Initiative and HealthyCal+
- Outsourced all print jobs, contacted vendors, selected paper stocks appropriate to the given project, and set up all files for production

FREELANCE DESIGNER | Alessandro/Weber Design

New York City, NY | June 2006 - 2007

Developed exploratory package designs for clients including Colgate, Goya, Massimo Zanetti, and Concord Foods

- Worked directly with Dominick Alessandro, Co-Owner and Executive Creative Director, to carry out brand refresh of Chock ful O'Nuts. Deliverables included point of purchase displays, coffee thermos, and wall graphics
- Generated original layouts for concept packages used in focus group testing Products including MJB Coffee, Hills Bros, and Speed Stick 24/7
- Created concept mood boards for food and beauty products including Ragu, Bertolli, Chock ful O'Nuts and Vaseline
- Responsible for creating mechanical files for final output, producing three-dimensional mock-ups, and preparing boards for presentations

FREELANCE DESIGNER | Coleman Brandworx

New York City, NY | Winter 2006

Collaborated with a team of creatives on a variety of different design tasks. Generated two-dimensional designs based off of exploratory sketches, handled a variety of package design revisions, and expanded existing layouts to multiple brand extensions. Worked on brands such as Snapple, Splenda and Huggies.

EDUCATION | BA in Communications Design from Syracuse University, 2006

SKILLS | Efficient in Adobe Photoshop, Illustrator, InDesign, Quark Xpress, Flash, Dreamweaver, and FileMaker Pro