



DESIGNER/ENTREPRENEUR

JUSTINE PALM

I am currently a brand and digital design manager at Tristar Products Inc. in Fairfield, NJ, as well as the owner of Justine Elizabeth Designs LLC, a full service design company providing print & digital services to clients. I hold a BFA in graphic design and have extensive experience designing for both print and digital media.

For more than eleven years I have been responsible for the following:

- Designing packaging, logos, advertisements, e-mail blasts, websites, social media campaigns, trade show graphics/materials, signage and displays.
- Directing and stylizing photo shoots.
- Meeting with marketing, production, product and sales teams to discuss the objectives and requirements of each project.
- Producing and managing effective design solutions from concept to completion.
- Creating, implementing and maintaining brands and brand guidelines.
- Working independently or as part of a team.
- Collaborating with copywriters, photographers, printers and stylists to ensure projects are completed effectively and on time.

I have successfully designed creative solutions for major retailers and brands such as Target, Walmart, Costco, Bed Bath & Beyond, Kohl's, Toys "R" Us, Party City, Johnson & Johnson, Nickelodeon, Mattel and Capezio. In addition I have worked in many different industries including consumer electronics, housewares, apparel, party supplies and pharmaceuticals.

I am well versed in all of the current design and development programs including:

- Adobe CC 2015 (Photoshop, Indesign, Illustrator, Bridge, Dreamweaver, Acrobat)
- WordPress
- HTML 5
- CSS
- Sublime Text
- Exact Target
- Mail Chimp

I am looking for the opportunity to contribute my talent, skill set and vision as a graphic designer to an organization that rewards success and recognizes the fierceness of the highly competitive graphic arts field. I am focused on my career and enjoy its challenges and rewards.

If you are interested and would like to view my portfolio, please contact me at 201-314-6645, or e-mail me at [Justine@JustinePalm.com](mailto:Justine@JustinePalm.com).

Thank you for your consideration.

Sincerely,

Justine Palm



**BRAND & DIGITAL DESIGN MANAGER**

**Tristar Products Inc, December 2013-Present, Fairfield, NJ**

Develop 360° marketing campaigns for key product launches through packaging, websites, social media, photography and television.

Design responsive e-commerce sites for weekly media tests.

Establish brand guidelines to be used amongst all print and digital marketing materials.

Collaborate with marketing, PR, engineering, copywriters and sales teams to ensure the integrity of the brand is consistent amongst all product, print, digital and social marketing channels for new and existing products.

Create in-store displays and signage for retailers such as Walmart, Target, Bed Bath & Beyond, Costco, and Sam's Club to showcase new products.

Provide art direction for print, online and social media photo shoots while overseeing photographers, model castings, stylists, shot lists, props and set designs.

**OWNER/DESIGNER**

**Justine Elizabeth Designs, LLC, 2007-Present, East Rutherford, NJ**

Provide clients with print and digital design & marketing services.

Manage all aspects of the creative process from initial concept to final production.

Specialize in the creation of custom invitations and favors for all occasions.

**SENIOR PRINT/DIGITAL DESIGNER**

**Capezio, January 2013-December 2013, Totowa, NJ**

Advanced the company's marketing strategies through the development of weekly e-commerce and email marketing campaigns for capezio.com and all social media outlets.

Liaised with internal and external e-commerce teams to prepare for new website launch.

Collaborated with in-house creative team and all international marketing teams to develop a new global brand guideline and marketing strategy for print, digital and social media.

Created new packaging, hang tags, shopping bags, ads and annual catalogs encompassing the new look and feel of the brand.

Worked on set with in-house photographer to ensure images met new brand guide standards.

Retouched images for print and online use as well as implemented naming conventions while maintaining image archives.

**SENIOR PRINT/DIGITAL FREELANCE DESIGNER**

**Party City, September 2011-October 2012, Rockaway, NJ**

Designed weekly email blasts promoting sales, products, and new store locations.

Created visually appealing in-store signage and marketing collateral engaging the consumer and driving sales.

**SENIOR PRINT FREELANCE DESIGNER**

**Toys "R" Us, April 2011-September 2011, Wayne, NJ**

Conceptualized and rendered in-store signage, displays and ad materials for Toys"R"Us and Babies"R"Us retail stores.

**SENIOR DESIGNER**

**Emerson Radio Corp, June 2004-September 2010, Moonachie, NJ**

Sole designer for all print, packaging, marketing, signage, display and sales related materials for Emerson Radio Corp. and licensees Mattel™ and Nickelodeon™.

Collaborated with Hong Kong, marketing, sales, product development, Mattel™, Nickelodeon™, photographers, printers and exhibit houses to meet deadlines, budgets and final approvals on all artwork projects from initial concept to final production.

Complete redesign of the home appliance packaging line.

Developed a design language and template that increased the quality of production for all new packaging.

Implemented new design themes yearly for all trade shows, which attract potential buyers, salespersons, and media to our booth thus boosting company exposure and sales.

**EDUCATION**

**BACHELOR OF FINE ARTS IN GRAPHIC DESIGN • Rowan University, Glassboro, NJ, 2000-2004**

**SOFTWARE PROFICIENCY**

**Illustrator, Photoshop, Indesign, Dreamweaver, Bridge, Keynote, Mail Chimp, Exact Target, WordPress, HTML, CSS, Sublime Text**