

**Innovative Design Professional  
10.530.R.10**

An innovative design professional with more than 20 years of progressively increasing responsibilities in organizing and leading creative teams for the world's largest licensing company and other Fortune 500 consumer products companies. Oversaw new product graphic art and packaging designs for 15,890 SKUs, representing more than \$15.3 billion in revenues.

Expertise includes outstanding product development, concept, packaging design, branding, team building, graphics equipment and software, print reproduction, vendor selection and contract negotiations.

**EXPERIENCE**

**The Walt Disney Company, Consumer Products Division, Glendale, California**

2008-Present

**Director, Product Design, Food Products**

Manage packaging and product design for Disney's licensing of food and pet products for North America, representing \$568 million in retail sales with more than 1,280 SKUs.

- Direct seven design managers and designers who work with 43 licensees, including Kellogg's, Kraft Foods, Campbell's, General Mills, Wal-Mart, Costco, Target, Walgreens, Beech-Nut, and Sun-Maid brands.
- Instrumental in developing a healthy food product line for children, in conjunction with a major global retailer, which will be tested with 27 SKUs in 250 stores. When the full product line releases in 2012 with 62 SKUs, retail sales are projected to be \$2 billion annually.
- Developed Disney's first code for co-branding licensed food products (equal, dominant or endorsement) which, when properly applied to packaging, provided maximum store shelf credibility.
- Created a "best practices" for brainstorming new products and themes that was adopted throughout the food, health and beauty line of business. One of the tools that came out of these meetings was an idea book for licensees. The first product resulting from this new brainstorming became a bestseller in its first month at retail.
- Redesigned the brand and packaging for a new product vision, Disney Produce, which is planned for re-launch in 2011. Designed and published the packaging design guide for licensees.

**Clorox Corporation, Burt's Bees, Morrisville, North Carolina**

2007-2008

**Director, Creative Services**

Managed five designers preparing packaging graphics, trade show designs, corporate collateral and point-of-sale displays for a privately held personal care products company utilizing bee pollen, beeswax, honey and other natural products. The company was sold to Clorox Corporation in 2007.

- Established a brand vision for a small regional manufacturing company that was expanding its national and international sales at a rapid pace.
- Created a brand book of design styles to guide partners in the United States, Europe and Australia for designing packaging, in-store displays and point-of-sale displays.
- Developed a brand design for the "Naturally Ageless" line, consisting of six SKUs, which included anti-aging beauty products that broke away from the company's historical brand look. This established credible consistency for a women's line of personal care products.

Design Samples:



Kraft Foods, Glenview, Illinois

2001-2006

**Director, Packaging & Brand Design**

Provided brand design, packaging artwork, and prepress materials for the cheese, meals and enhancer categories with 3,223 SKUs and a team of 20 design managers and designers for the largest consumer food manufacturer in North America with \$45 billion in revenues.

- When the company decided to eliminate trans-fats from its food products, mobilized a design team that redesigned packaging mechanicals for each product over a three-year period. This included a complete review of each product's presentation with appropriate design updates.
- Participated with other Directors of Packaging & Brand Design groups in the company to reduce 40 agencies to 7 in North America, resulting in a savings of \$12 million annually.
- Collaborated with the Kraft Kitchens, identifying five key consumer trends that inspired food product and packaging innovation. Created and delivered new design recommendations at a one and one-half hour multisensory presentation to 25 Kraft audiences in five North American locations. The result of this campaign motivated further design changes throughout the company.
- Took a mature brand that had a diminishing following and created a new packaging structure and graphics, which resulted in a resurgence of consumer interest.

Polaroid Corporation, Cambridge, Massachusetts

1998-2001

**Director of Graphic Design**

Created the Graphic Design Team that was charged with package designs for all global products (758 SKUs). Supervised 12 graphic designers, account managers and production artists.

- Led a design team that worked on new products, which the company was anticipating for its return to profitability. Prepared packaging and other graphic designs for each product category.
- Redesigned the company's trademark and annual report.

Kimberly-Clark Corporation, Neenah, Wisconsin

1980-1998

**Package Graphics Director (1993-1998)**

Created packaging designs and mechanical art for the infant care business, primarily the Huggies diaper business and Pull-Ups training pants for infants and toddlers for an \$18 billion consumer products company.

- With a team of five assistants, created updates twice a year for new and existing products, representing 1,306 SKUs.
- Prepared packaging designs for 12 new lines of private-labeled Pull-Ups training pants, representing \$254 million in sales.
- Developed packaging for a new innovative product, Little Swimmers diapers.
- Instrumental in developing packaging materials for the launch of the Huggies Diapers line in Eastern Europe. Created a design team in London to support this launch. The new line was successfully introduced in seven countries.

**Design & Production Manager, Wisconsin and Georgia (1986-1993)**

Managed a team of 25+ designers, production specialists, artists and typesetters providing print, package and exhibit design, signage and product graphics for all company products.

Design Samples:



### Kimberly-Clark Corporation, Continued

- Instrumental in introducing character art on diapers and training paints for greater customer appeal for children's personal products. This idea caught on and consequently all products including healthcare garments, uniforms and face masks had either character art or pattern designs, which drove sales by 389% over former non-decorated products. Graphics and color treatments on diapers grew and eventually became licensed characters from the Walt Disney Company.
- Established imaging facilities at the Wisconsin and Georgia facilities that prepared mechanical art and prepress files ready for print production.
- Created a brand identity program for the company's venture into commercial aviation. Launched in 1985, the project began commercial flights in 1986 and exists to this day as a profitable venture serving 53 cities throughout the United States. Contributed the name, logo design, airplane graphics, uniforms, dinnerware and all collateral.

### Graphic Design Manager (1980-1986)

Started as a senior graphic designer and was quickly promoted to graphic design manager, overseeing three designers preparing corporate collateral.

- Worked closely with the CEO in designing and publishing the company's annual report for three years.
- Directed and managed the redesign of the company's corporate identity program over two years.

### PRIOR EXPERIENCE

Began career at a major retailer as a Special Project Art Director, preparing store signage, credit card designs, shopping bags and seasonal theme graphics.

### TEACHING EXPERIENCE

**Nova Scotia College of Art & Design**, Halifax, Canada

**Visiting Designer** (on brief leave from Kimberly-Clark)

**Northern Illinois University**, DeKalb, Illinois

**Assistant Professor, Visual Communications**

**University of Utah**, Salt Lake City, Utah

**Teaching Fellow, Departments of Art & Architecture**

### EDUCATION

**University of Utah**, Salt Lake City, Utah

**Master of Fine Arts, Graphic Design**, Graduation with Honors

**University of Cincinnati**, Cincinnati, Ohio

**Bachelor of Science, Design**, Graduation with Honors  
Delta Phi Delta Honorary Society and Honorary Scholarships

**Professional Practice Program Certificate**, a five-year co-operative educational program

Design Samples:



## AWARDS

Art Directors Club of Los Angeles, Award & Publication  
ICOGRADA-Philips Award & Special Diploma, Helsinki, Finland, for the design of an airplane safety card series  
First Award, ADDY Awards, Fox Valley, Wisconsin, for a packaging design of a Kimberly-Clark mattress cover  
Cleveland Art Directors Club Annual Show, for the design of an in-store poster series and a store shopping bag  
Champion Papers Design Award, New York, New York  
Chicago Annual Design Exhibition, Publication, for several innovative designs  
First Award, Braun Young Designers Packaging, New York  
Golden Award, Franklin Typographers Competition, New York

## COMMUNITY OUTREACH

Design Advisor appointed by the Mayor of Neenah, Wisconsin for the redevelopment of the city's retail district.  
This was a part-time project while working full-time at Kimberly-Clark from 1983-1985.

## AFFILIATIONS

American Institute of Graphic Arts (AIGA), Member  
Society of Environmental Graphic Design (SEGD), Member

## PUBLICATIONS

"Trademarks & Symbols of the World, Volumes I & II," Yasaburo Kuyawama, Trademark designs for the Bountiful Art Center, and CARIBBA Development, real estate company  
"Storks & Bonds, The Best of Designer Wedding Invitations & Birth Announcements", edited by Wei Yew, designs for a wedding invitation and a birth announcement  
"American Corporate Identity 8", David Carter, Trademark design for Karolton Envelope, Division of Kimberly-Clark Corporation  
Magazines which have cited my creative works: *AIGA Journal*, *Exhibit Builder*, *Facilities Management*, *IDEA Tokyo*, *Industrial Design*