

Anita Lee

EXPERIENCE

MZB Personal Care, Long Island City, NY

Freelance Product/Package Designer May 08 - Present

Product/Package Designer Jul. 06 - Aug. 07

- Design and develop personal care products, gift sets, packaging and point of purchase for Marvel, Disney, Nickelodeon and Crayola for major retailers
- Create mockups, renderings, planograms, spec sheets, sell sheets, magazine ads and presentation boards
- Work with licensors and overseas factories on products/packaging
- Attended photo shoot, press check, filler warehouse and prototyping facility

AVP Warranty & AVP Products, Tampa, FL

Freelance Designer May 08 - Present

- Refreshing brochures

Toy Island, New York, NY

Senior Product Manager Aug. 07 - Apr. 08

- Designed and developed plush, stationery, lighting, and wood products/packaging and point of purchase for Sanrio, Disney, Marvel, Barbie and private brands for major retailers
- Created mockups, renderings, planograms, spec sheets, trade show graphics and presentation boards
- Worked with licensors and overseas factories on products/packaging

CX Sport, New York, NY

Assistant Art Director Apr. 05 - Jul. 06

- Designed and developed sporting goods products, packaging and manuals (domestic/international) for Nickelodeon, Mattel, DIC Entertainment, Wacky Packages, and Orange County Choppers
- Created mockups, renderings, planograms, spec sheets and presentation boards
- Worked with licensors and overseas factories on products/packaging

Chadwick Communications, New York, NY

Freelance Production Artist Feb. 06 - Jun. 06

- Flowed annual reports, funds, quarterly reports and updated graphics

Tribeca Film Festival, New York, NY

Design Volunteer Apr. 04 - May 04

- Designed step and repeats, postcards, tickets, signage and promotional material

Feld Entertainment Inc., Vienna, VA

Graphic Artist Sep. 00 - Aug. 03

- Worked on direct mail, outdoor, transit, posters, newspaper ads, programs and coupons for multiple Ringling Bros. Circus and Disney On Ice shows.

Virginia Tech, Blacksburg, VA

Ads Production Assistant Mar. 00 - May 00

- Typeset and arranged advertisements and classifieds for the Collegiate Times

EDUCATION

Pratt Institute, **MS Package Design** New York, NY Sep. 03 - May 05

Virginia Tech, **BFA Graphic Design** Blacksburg, VA Sep. 96 - May 00

SKILLS

MAC OS: Adobe Creative Suite, Adobe Acrobat, Microsoft Office, QuarkXPress, Dreamweaver, HTML, Proof Reading, Mockups, Painting, Drawing, Cake Decorating

AWARDS

Advertising Federation of Roanoke, Bronze Addy: Poster Design, Feb. 00

CONTACT

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