



Brenda S. Florez

contact

portfolio

brennyd.com

phone number

401.441.2817

email

brenda@brennyd.com

education

2009-2012

Johnson & Wales University

BS, Graphic Design & Digital Media

Deans List and Cum Laude

skills

Adobe Illustrator

Adobe Photoshop

Adobe InDesign

Adobe Premiere Pro

Brand Identity

Packaging Design

Social Media Planning and Graphics

Email Design

Digital and Print Advertising

Tradeshaw Design and Planning

Storyboarding

Microsoft Word

Microsoft Excel

Microsoft PowerPoint

Microsoft Teams

Microsoft Outlook

Asana , Jira, Monday (Project

Management Tools

Bilingual - English and Spanish

experience

Dorel Juvenile

Oct 2023 - Present

Creative Manager

- Manages in-house and overseas creative teams for package design and technical publications
- Develops, iconography, layout templates, and package/manual style guidelines to maintain the brand identity & consistency for Dorel Juvenile's portfolio of brands: Disney Baby, Safety 1st, Maxi Cosi, Cosco Kids, Tiny Love
- Creative lead in packaging, displays, user manual design and merchandising
- Collaborates with internal teams including Brand Marketing, Category Management, Engineering, Compliance, and manufacturing partners to achieve brand initiatives
- Art directs creation of in-house and outsourced photography to deliver best in class content across packaging, user manuals, and presentations
- Leads planning and organization of design process, schedule, design revisions, and artwork approvals
- Primary organizer of Adobe Creative Cloud libraries across Dorel Juvenile's North America creative teams.
- Partners with Structural Engineer to create innovative, break-frame package die-lines to help advise on cost-effective, sustainable manufacturing and production methods
- Approves all artwork and proofs for packaging and manual production
- Travels occasionally to China to approve color targets and proofs on press

Oct 2022 - Sept 2023

Senior Graphic Designer

- Creative lead in package design and merchandising
- Led planning and organization of package design process, schedule, design revisions, and artwork approvals
- Approved artwork from junior level designers and contract designers

Hasbro

Jan 2022 - Oct 2022

Senior Brand Designer • Play-Doh & Creative Play

- Developed brand DNA across new and current initiatives
- Created logos, iconography, materials, guides, and global brand assets to ensure consistent messaging across merchandising, eCommerce, packaging, and social content
- Aided in the design and development of brand toolkits

Goods iQ

Nov 2016 - Sept 2021

Creative Marketing Manager

- Managed in-house and overseas creative teams for packaging, photography, and video development
- Creative lead in brand creative, packaging/instruction manual design and development, merchandising solutions, trade show booth design, advertising, sales literature collateral, product pad-prints, and managed the in-house photo and video studio
- Developed logos, iconography, style guidelines, and branding elements to maintain the brand identity & consistency for Goods iQ and their portfolio of brands: Spec Ops™ Tools, Bostitch® Office Products, BLACK+DECKER® PureOptics™ LED Lighting, PaperPro®, Stanley®, and LockerMate®
- Collaborated with internal teams including Product Management, Channel Marketing, Marketing, eCommerce, Sales, and manufacturing partners to achieve brand initiatives
- Art directed and managed creation and production of all in-house and outsourced photography and videography to deliver best in class content across eCommerce, social media, packaging, user guides, and advertising
- Collaborated with Marketing team on social strategy including planning, campaign design, promotions, creative strategy, and execution to drive brand initiatives and new product launches
- Collaborated with eCommerce team on mobile application graphics, PDP and brand asset development. Additionally, approved A+ content alongside the Marketing and eCommerce leads and created as needed
- Led planning and organization of design process, schedule, design revisions, and artwork approvals
- Primary organizer of Adobe Creative Cloud libraries and other file-sharing platforms for use across the Creative, Product Management, Channel Marketing, Marketing, eCommerce, Sales, and Customer Service teams

Nov 2015 - Oct 2016

Lead Graphic Designer

- Responsible for creative team's project management
- Lead designer in brand creative, merchandising, packaging, advertising, sales collateral, digital, and print design

Previous titles while at GoodsIQ

Sep 2012 - Oct 2015: Graphic Designer | Jul 2012 - Aug 2012: Design Intern