



JOANNA LOFTUS

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With over 14 years of design experience centered in brand development & packaging design, I enjoy the challenge of complex projects with multi-layered communications. Specializing in brand identity, marketing, packaging, and retail environments, I love working with teams of creative people and collaborating to develop the best results for each client.

PROFESSIONAL EXPERIENCE

2008 - PRESENT

FAI DESIGN GROUP
Irvington NY

SENIOR DESIGNER (2016 - Present)

DESIGNER (2012 - 2016)

PRODUCTION DESIGNER (2008 - 2012)

Works in a diverse range of markets including retail, food & beverage, health & beauty, baby care, glassware & flatware, home brands, clothing & footwear, cookware & electrics, bridal & fine china, luxury brands, and corporate.

Partners with Art Director and Design Director to develop design solutions for a wide range of projects for varied clients, which spans many industries in an array of styles and brand messaging.

Actively contributes in group concept development sessions.

Given the responsibility of overseeing projects, art directing other designers to take designs from ideation to completion. Also works directly with both clients and vendors.

Works within given timelines to ensure all deadlines were met by design team and clients.

Works directly with photographers and art directors on photoshoots for soft & hard goods, as well as models.

Assisted in re-imaging both Bed Bath & Beyond and buybuyBABY retail stores working directly with architects, store planning, and art directors.

Takes projects from conception through to printing with ability to build out final mechanical files for printing and vendor use.

2011-PRESENT

SCENEWORKS, INC.
Ossining NY

FREELANCE DESIGNER

Collaborates with the lead scenic designer to create graphics for a variety of stage performances including Annie Get Your Gun, Oklahoma, Beauty & The Beast, Godspell, Seussical, Anything Goes, & more.

2007-2008

SHORELINE PUBLISHING
Pelham, NY

PRODUCTION DESIGNER

Worked directly with art director to layout advertising and editorial for monthly newspapers.

In charge of working directly with clients to create monthly ads for placement in newspapers.

Updated websites for each monthly newspaper publications.

2006

iDESIGN
New Rochelle, NY

DESIGN INTERN

Worked directly with Senior Designers to initialize ideas and layouts for packaging and promotional print materials.

Assisted in design corrections for clients including Jägermeister and Grey Goose Vodka.

Designed independent projects for clients with guidance from Senior Designers.

Finalized and coordinated orders with clients and print vendors.

SOFTWARE SKILLS

Proficient in **Illustrator, Photoshop, InDesign**, and **Acrobat** with a working knowledge of Microsoft Word, Excel, PowerPoint, and Google Suite (Docs, Slides, & Drive).

EDUCATION

M.S. Fine Art & Computer Graphics The College of New Rochelle, New Rochelle, NY

B.A. Fine Art & Communication The College of New Rochelle, New Rochelle, NY

PROFESSIONAL SKILLS

Hands on experience working with and directing photographers, food stylists, set dressers, and models. Working knowledge of social media platforms including Instagram, Facebook, LinkedIn, & Twitter. Branding, packaging, and retail graphics experience with a comprehensive understanding of time management, final production, and team leadership.