



Jim Teal graphic designer

1056 Farrington Street, Saint Paul, Minnesota 55117
jimteal3rd@gmail.com (585) 472-5474 jimtealdesigner.com



PROFILE

GRAPHIC DESIGNER
Specializing in packaging design, including concept development, adaptation, line extension and production

COMPETENCIES

- Career focus in brand development, management and stewardship
- Extensive experience in packaging design and production across multiple industries, including food, medical, and consumer electronics
- Process and detail oriented
- Thrives in a creative, collaborative environment
- Keen eye for aesthetics and passion for connection and communication

PROJECTS & ACCOMPLISHMENTS

Wild Harvest Brand Rollout, Adaptation & Maintenance

- Developed a step-by-step system used by the design and production teams to build Wild Harvest display panels quickly and consistently across all package sizes.
- Developed and maintained a library of brand design elements, and designed and developed the Wild Harvest brand guidelines.

Awards:

Best Of The Bunch, Wild Harvest Pet Food, Store Brands Magazine, September 2016
Silver Award in Line or Line Extension Across Multiple Categories, Wild Harvest, Store Brands Magazine, June 2015

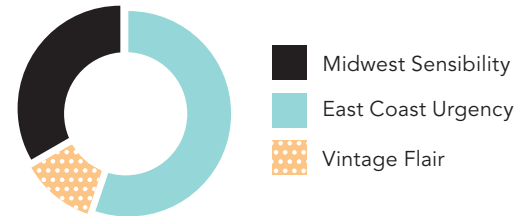
Essential Everyday Brand Adaptation & Maintenance

- Enabled Supervalu's flagship store brand to achieve newfound relevance in categories where it was underperforming or non-existent by pushing the design out, adopting new elements while preserving the existing brand equities that help it stand out on-shelf.
- Positioned Essential Everyday as a well-rounded, adaptable design that holds its own against the more expensive national brands.

SKILLS

Packaging Design	██████████	Art Direction	██████████
Production Art	██████████	Technical Writing	██████████
Layout Design	██████████	Sketching	██████████
Logo Design	██████████	Typography	██████████
Brand Development	██████████	Vector Illustration	██████████
Photo Retouching	██████████	Dry Humor	██████████

STYLE



TIMELINE

Forward Branding & Identity
Webster, NY
(2004 – 2007)

Graphic Designer
Packaging development and design, logo design, brand guidelines, packaging production, Powerpoint presentations, advertising design and naming.
Clients included Eastman Kodak and Bausch & Lomb.

Aquent Studios at Target Corp
Minneapolis, MN
(2008 – 2009)

Packaging and Production Specialist
Proofed packaging vendor keylines for consistent implementation of Target brands.
Supported the Target Electronic Production team with packaging, document, and promotions design and production.

The Creative Group/Digital People/Aquent
Minneapolis, MN
(2008 – 2013)

Freelance Designer
Put out little fires at a number of agencies and other outfits around Minneapolis and outlying suburbs.
Short term needs included catalog layout, photo retouching, packaging design & production, and advertising design.

SGS/Marks Design
Brooklyn Park, MN
(2013 – 2016)

Graphic Designer
Competitive research, concepting, adaptive design and pre-production of private label grocery/retail packaging.
Creation, adaptation and maintenance of packaging design and production guidelines.
Collaboration with production art teams to ensure smooth rollout across all packaging forms.

SGSCO
Brooklyn Park, MN
(2016 – 2017)

Production Artist
Built full panel packaging layouts to proper brand, print, and regulatory specifications.
Provided production and brand oversight to design teams as needed.
Specially trained in 2016 Nutrition Labeling Reform compliance.

Marks Design
Brooklyn Park, MN
(2017 – Present)

Adaptive Designer
Dieline adaptation and line extension of existing products.
Built lead SKUs to proper brand, print, and regulatory specifications.
Maintenance of brand and photo guidelines.
Site-wide technical advisor for 2016 Nutrition Labeling Reform.

EDUCATION

BS, Graphic Design, Minors in Advertising & eBusiness
Pensacola Christian College, Pensacola, FL – 2004

AOS, Information Technology
Bryant & Stratton College, Rochester, NY – 2002