

I'm Shanti.

EDUCATION

2008–
2012

Art Center College of Design | Pasadena, California

BACHELOR OF FINE ARTS IN GRAPHIC DESIGN

Emphasis on brand identity design, packaging design, visual design, and typography.

EXPERIENCE

2021–
2022

Munchkin | Van Nuys, California

ART DIRECTOR

- Manage an in-house design team of 4 designers and the production team working across brand guidelines, print, packaging, digital, retail, and social media experiences.
- Work with Project Managers daily to ensure on-time deliveries; delegate high-volume projects that reflect best-in-class designs. Develop cross-functional relationships and refresh processes to drive effective results.
- Work closely with the Creative Producer, vendors, and creative talents to develop and execute 360 campaigns, social media content, lifestyle photoshoots, and e-commerce requests.
- Collaborate with R&D and Packaging Engineers on building and maintaining business sustainability goals and objectives.

2018–
2021

Murad, An Unilever Prestige Company | El Segundo, California

GLOBAL ART DIRECTOR

- Oversee 3D verticals of designs, including packaging, print, visual merchandising, retail, and event experiences.
- Art direct photoshoots and create 360 campaign assets for visual merchandising, digital and social usage.
- Manage 3 designers and talent resources and partner with them to define and develop the creative function while providing guidance, learnings, and best practices.
- Collaborate with cross-functional teams on building sustainability initiatives of primary and secondary packaging.

2016–
2018

The Honest Company | Playa Vista, California

SENIOR DESIGNER

Work on packaging promotions from concept to final production of all product lines, oversee a team of designers, illustrators, and contractors.

2013–
2016

John Paul Mitchell Systems | Century City, California

SENIOR GRAPHIC DESIGNER

Work on varieties of marketing promotions, including packaging design, editorial layout, marketing campaign assets, large-scale graphics, visual merchandising, and social media content.

2012–
2013

Bright Design | Marina Del Ray, California

Freelance Graphic Designer

Work closely with the Vice President and Art Directors to develop packaging and online presents for gourmet food & beverage brands. Clients include: Raybern's, Saffron Road, Think Thin Nutrition Bars, Pretzel Crisps, Terra Chips, Mars, Julian's Recipe.

AFFILIATIONS

2021

DIELINE AWARD 2021 | 3rd Place-Limited Edition Packaging

Murad Holiday 2020 Limited Edition Packaging

2021

GDUSA PACKAGING DESIGN AWARD 2021 | Winner

Murad Holiday 2020 Limited Edition Packaging

COMPUTER KNOWLEDGE

Profession in
Adequate in

Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Sketch, Page, Keynote and Microsoft Word
Figma, SolidWorks, Sketch Up, Adobe After Effect, Fontlab Studio, Microsoft Office