

Alyssa Gruber

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- Experience**
- Tru Fragrance - *Freelance Designer***
December 2020–Present
- Executed design research and created concept and inspiration boards
 - Worked on bath, beauty & home fragrance packaging for a variety of in house brands and private label clients
 - Created production artwork and dielines
- Victoria's Secret - *Freelance Designer***
February 2019–April 2020
- Blended existing brand guidelines with seasonal concepts to create dynamic and innovative packaging for US and global markets
 - Executed design research and created concept and inspiration boards
 - Created Design Turnovers files, selected colors targets and finishes for production
- L'Oreal Redken - *Freelance Designer***
February 2020
- Translated concept boards into on-trend holiday packaging for a line of hair care products
- Preferred Fragrance - *Associate Packaging Designer***
January 2018- January 2019
- Conceptualized and designed fragrance packaging for various private label clients
 - Lead design meetings, giving thoughtful and constructive critiques
 - Coordinated project time-lines & budgets between design, marketing and sales departments
 - Designed and managed company templates, and design standards
 - Worked closely with factories, sourcing components and pricing projects
 - Created die-lines and press ready artwork files.
- Enchante Accessories - *Junior Packaging Designer***
July 2016-December 2017
- Designed bath and beauty packaging for a variety of private label clients
 - Worked closely with art director on concept development
 - Created production artwork and die-lines
- Education**
- Parsons The New School For Design**
August 2012–May 2016
Bachelor's in Fine Arts in Communication Design
66 5th Ave, New York, NY 10011
- Skills**
- Proficient in Adobe Creative Suite: Illustrator, InDesign, Photoshop
 - Knowledge Of Print And Production Techniques
 - Detail Oriented
 - Deadline Driven
 - Creative Problem Solving