



about me

Senior Graphic Designer with 25+ years of expertise in visual strategy, shopper marketing, and CPG design. I help brands like Suntory Global Spirits and Electrolit command retail attention through sophisticated execution and "solutions-first" thinking. I am dedicated to building high-impact visual systems that drive brand engagement and commercial success.

skills

- Illustrator
- Photoshop
- InDesign
- Acrobat
- MS Office
- AI Tools
- Figma (Working Knowledge)
- Project Management
- Communication
- Presenting
- Efficiency

contact

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education

The Modern College of Design
Kettering, OH
Bachelor of Arts (BA)
in Visual Communication /
Concentrations in Graphic
Design & Illustration



marijke shaffer

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experience

Senior Graphic Designer | HH Global | Chicago, IL

2023 – Present

- **Art Direction & Mentorship:** Lead creative for key accounts, overseeing visual strategy and project execution while providing design reviews and technical guidance to junior designers.
- **Sustainable Retail Design:** Create high-visibility, semi-permanent and permanent in-store displays using sustainable materials and eco-friendly practices.
- **VAP Packaging:** Design innovative packaging for Value Added Products (VAPs) that balances premium aesthetics with retail functionality.
- **Print, Digital & Brand Identity:** Develop impactful logos, catalogs, direct mail, email campaigns, and digital banners that ensure brand consistency across all marketing channels.
- **Client Strategy & Presentations:** Build comprehensive presentation decks and lead design pitches to clients, clearly communicating creative vision to secure buy-in.
- **Visual Excellence:** Execute advanced retouching and post-production to ensure all product imagery meets high-end campaign standards.

Senior Graphic Designer | OBERWEIS DAIRY | North Aurora, IL

2007 – 2023

- **Omnichannel Design Strategy:** Conceptualized and executed 360-degree marketing assets for corporate, retail, and home delivery sectors, including POP displays, digital ads, and social media content.
- **CPG Packaging Design:** Developed packaging for various dairy and bakery lines from initial concept through to final production-ready files, ensuring brand consistency across various formats and substrates.
- **Creative Production:** Orchestrated and art-directed over 60 annual photo shoots, managing the process from initial concept through post-production.
- **Visual Content Creation:** Produced high-end photography and custom illustrations for social and web platforms, contributing to measurable increases in user engagement and sales.

Designer | BUSINESS GRAPHICS | Knoxville, TN

2006 – 2007

- **Brand Identity Systems:** Led the end-to-end design of comprehensive brand identity materials—including logos, banners, and collateral—to establish a cohesive and professional market presence.
- **Project Management:** Maintained a 98% on-time completion rate and 90% client satisfaction score in a high-volume, deadline-driven environment.



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AI skills

Generative AI Platforms:

Proficient in utilizing Gemini, ChatGPT, Midjourney, and Microsoft Copilot for rapid conceptual ideation, strategic copywriting, and data-driven project workflows.

Creative Production:

Skilled in using Adobe Firefly to generate high-quality visual content and polish up design details.

select brand experience

Beverage: Campari Group, Suntory Global Spirits, Molson Coors, Brown-Forman, Electrolit

Beauty & Lifestyle: MAC Cosmetics (Estée Lauder), Elizabeth Arden (Revlon), Wana (Canopy USA, LLC)

Sports & Entertainment: Adidas, Electrolit (with Tim Weah, Pato O'Ward, Aryna Sabalenka, Janell Yip), Southwest Ohio Philharmonic

Editorial & CPG: Procter & Gamble, Oberweis Dairy, Kraft Heinz

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experience continued

Graphic Designer / Illustrator | PHOTONICS GRAPHICS INC. | Cincinnati, OH

2002 – 2006 (Freelance 2006 – 2010 & 2014)

- **Full-Cycle Design:** Managed all project phases from concept to delivery for web, print, and corporate identity systems.
- **Specialized Illustration:** Developed technical medical and dental illustrations and animations for Procter & Gamble's The Journal of Contemporary Dental Practice.
- **Project Liaison:** Acted as a primary point of contact for clients and vendors, ensuring proactive project updates and effective problem-solving.

Graphic Artist | TRICOM MARKETING & COMMUNICATIONS |

Vandalia, OH

2001 – 2002

- **Print Production:** Conceptualized and produced large-scale print collateral, including catalogs, brochures, and direct mail campaigns.
- **Client Engagement:** Managed client relationships and maintained direct communication to align creative output with business goals.

Design Editor / Graphic Designer | TOMART PUBLICATION | Dayton, OH

1997 – 2001

- **Editorial Leadership:** Directed the design, layout, and production of Disneyana Update magazine, including on-site art direction for photo shoots.
- **Multi-Channel Design:** Designed high-impact promotional materials ranging from books and brochures to large-format billboards.

Graphic Designer | ROBERDS FURNITURE & APPLIANCES |

West Carrollton, OH

1996 – 1997

- **Retail Advertising:** Created targeted advertisements that adhered to strict brand guidelines while highlighting specific product features to drive sales.