



## 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
- Project Management
- Communication
- Presenting
- Efficiency

## contact

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## education

**The Modern College of Design  
Kettering, OH**  
Associate Degree /  
Advertising Art & 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 & Brand Identity:** Develop impactful logos, catalogs, and direct mail 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:** Consistently achieved a 98% on-time completion rate within a high-volume, deadline-driven agency environment; exceeded client expectations, resulting in 90% client satisfaction and repeat business.



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## AI skills

Proficient in leveraging AI tools including Gemini, ChatGPT, and Midjourney for rapid concept ideation, strategic copywriting, and design refinement.

Experienced in utilizing Adobe Firefly to generate high-fidelity creative content and Microsoft Copilot to streamline project workflows and document management through AI-driven insights.

## 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 AND 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 AND 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.