

# glenn parshall

## consumer packaging adaptive design + production

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Knowledgeable and skilled background in consumer packaging graphics

Collective collaboration with creative, brand and production teams – an associated background with outstanding creative resources and a high standard for excellence

Effective evaluation of creative objectives – achieving design intent in compliance with print requirements

### design + production

Advanced Photoshop + Illustrator Skills –

- Adaptive concept refinement
- E-Commerce 2D renders
- SKU line extension
- Master logos and artwork
- Image retouching
- Compliant file preparation for release to prepress
- ESKO 3D renders

### portfolio

[www.glennparshall.com](http://www.glennparshall.com) – CPG Adaptive Design + Production

### management

Overall project organization and direction, initiating strategies and solutions for effective workflow

Interaction and supervision throughout the design and production process to ensure client expectations and prepress compliancy will be successfully achieved

Development of digital file preparation guidelines, designed to strengthen creative skill levels and encourage the sharing of knowledge and skills

### experience

Freelance CPG Adaptive Design + Production 2013 – present

Clients include Edgewell Personal Care, Colgate Palmolive, CBX, Elmwood Brand Design, Product Ventures, S2 Design, Zack Group, Phase 4 Creative, Toast NYC

Zunda Design Group – CPG Adaptive Design + Production Management 2000 – 2013

LAM Design Associates – CPG Production Management 1995 – 2000

Pepperidge Farm, Peterson & Blyth, Gerstman+Meyers, Cato Yasumura, Paine-Williams

### education

Museum School of Fine Arts – Fine Arts - Drawing + Painting

School of Visual Arts – Design + Illustration