



# glenn parshall

senior production designer  
consumer packaging graphics

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Comprehensive evaluation of creative objectives while maintaining the integrity of the original concept through collective collaboration with creative, brand and production teams

## design + production

Concept implementation                      ESKO 3D renders  
Brand line extension                      e-commerce 2D renders  
Image composites                      Master logos and artwork  
Illustrator and Photoshop prepress compliant file preparation for release

## collaboration

Strategy and solution initiatives to ensure client expectations and regulatory requirements will be successfully achieved

Development of standards guidelines for training and reference to advance skill levels

## experience

Freelance CPG Senior Production Designer      2013 – present  
Edgewell Personal Care, Colgate Palmolive, CBX, Elmwood Brand Design,  
Product Ventures, S2 Design, Zack Group, Phase 4 Creative, Toast NYC, ThoughtMatter  
  
Zunda Group – CPG Production Designer/Manager      2000–2013  
  
LAM Design Associates – CPG Production Manager      1995–2000  
  
Pepperidge Farm, Peterson & Blyth, Gerstman+Meyers, Cato Yasumura

## education

Boston Museum School of Fine Arts – Drawing + Painting  
School of Visual Arts – Design + Illustration

