

glenn parshall

consumer packaging adaptive design + production

cpgadaptivedesign@glennparshall.com

design + production skills

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

Concept refinement, line extension & final deliverables to all applicable SKUs in Illustrator & Photoshop

Advanced Photoshop + Illustrator Skills –

Image Manipulation – 2D Renders – Master Vector & Raster Composites – Digital File Preparation

A knowledgeable and skilled background in Consumer Packaging, collaborating collectively with creative, brand and production teams

management background

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

www.glennparshall.com

Portfolio Samples – Consumer Packaging Design + Production

professional experience

Freelance	2013–	Design + Production - Consumer Packaging
Zunda Design Group	2000–2013	Production Design Manager - Consumer Packaging
LAM Design Associates	1995–2000	Production Design Manager - Consumer Packaging
Zunda Design Group	1990–1995	Production Design Manager - Consumer Packaging
Paine-Williams Inc	1988–1990	Graphic Design + Production - Promotional Print
Pepperidge Farm	1987–1988	Graphic Design + Production - Consumer Packaging
Yasumura Associates	1982–1987	Production Manager - Consumer Packaging
Peterson & Blyth	1980–1982	Production - Consumer Packaging
Gerstman+Meyers	1978–1980	Junior Designer - Consumer Packaging

education

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

School of Visual Arts – Design + Illustration