

Pinar Selin LaCroix

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Innovation-focused NYC designer with over 15 years of experience in building brands across various industries, specializing in print, packaging, and digital design. Possessing a Master's Degree in Packaging Design and a Fine Arts degree in Textile Design, I am well-versed in a wide range of 360-brand design initiatives, from concept to production, as a hands-on designer with an extensive background in premier brand design. I am a US Citizen authorized to work for any employer in the USA. I am seeking a full-time position post pandemic that allows me to utilize my multifaceted skills and expertise in a hybrid schedule or on-site, while mentoring junior talent.

EXPERIENCE:

Freelance, MAC Cosmetics through Randstad Temp Agency, NYC, NY – Dec. 2022

Took on a temporary hands on packaging production role, through outside Randstad talent agency, to cover for shortcomings of internal brand creative team on collection launch. Prepared launch ready files for Holiday 2024 collection working with cross functional teams on expedited delivery timelines of packaging (36 skus) on-site Soho NYC. Designed production layouts, DTOs to manufacturing ready files from design intent renderings, on-time& under budget and worked with project management to ensure a smooth transfer.

Design Director, COSMAX, Ridgefield Park, NJ – March 2020- May 2020

Took Design director position to lead team of designers and interns for Hard Candy& Earth to Skin beauty brands. Created a new category and expedited design& launch of hand-sanitizer brand Earth to Skin for Walmart E-commerce& Marilyn Monroe Makeup line. Position ended due to project cancellations during Covid 19 pandemic, May 3rd 2020.

Brand& Package Designer, Qunol, Pine Brook, NJ – October 2018- November 2019

Participating in multiple creative roles to create and manage design projects from inception to execution taking creative management initiatives from packaging to social media campaigns.

Contract Global Design Manager, Colgate Palmolive, NYC, NY – 2015- 2016

Built value analysis and new design processes into new development ensuring the construction and design provides the most cost effective way to achieve design criteria but also provide the best function and quality. Managed internal and external design and production agencies.

Global Creative Director, L'OREAL – 2013- 2015

360 global brand design, packaging design, rebranding creative direction, photo shoots, brand guidelines and development of products in hair color portfolio, while mentoring freelance talent.

Lead Packaging designer, Bath and Body Works, NYC, NY – 2007- 2009

Rebranding, identity and packaging design and production for all blue chip brands in bath and body& self-care and antibacterial categories.

Part-time Visiting Instructor, Pratt Institute, NYC, NY – 2007- 2008

Built curriculum for design principles class and taught graphic design principles such as typography, color theory and surface design at Masters Degree level.

EDUCATION:

Pratt Institute, NYC, NY – Master of Science, Graphic Design/Brand & Package Design
August 2004- January 2007

Marmara University of Fine Arts, Istanbul, TR – BFA, Textile Design, Fine Arts
August 1998- June 2000

SKILLS:

I possess a solid understanding of the product cycle, print, and package production, including engineering processes. With my expertise, I am capable of taking designs to press-ready files, ensuring they meet industry standards. Building strong relationships with vendors and cross-functional teams is my forte. I work collaboratively with Product Development, Purchasing, Engineering, Marketing, PRC, design studios, and vendors to deliver exceptional results that exceed expectations. My proficiency in color, surface design, and mechanical and tech packs specking for manufacturing, including die-lines and sampling, is unmatched. I ensure that every design is not only visually appealing but also technically feasible and cost-effective. With my expert market research skills, I have a proven track record of conceptualizing, developing, and executing successful design projects with global press presence. My ability to bring ideas to life through a combination of technical expertise and creative vision sets me apart in the industry.

- Expert in Photoshop, Illustrator, Indesign (Adobe Creative Cloud) Keynote and Microsoft Office. Retouching, photo manipulation, illustration, print production, full launch management using project management with tools such as Esko, Team Center, D2L.
- Extensive experience creating packaging designs for global brands and understanding the nuances of designing for different cultures and markets, as well as the ability to develop packaging design strategies that align with brand positioning and resonate with target consumers in multiple regions and markets, while complying with global packaging regulations and maintaining brand integrity.
- Experience managing global teams and overseeing the production of packaging designs across multiple regions and markets, using proficiency in digital collaboration tools to work effectively with remote team members and stakeholders across different time zones and cultures, and conducting global consumer research and analyzing market trends to inform packaging design decisions and stay ahead of industry developments.
- Strong project management skills, including the ability to manage complex, large-scale projects across multiple regions and markets and deliver them on time and within budget, while collaborating effectively with cross-functional teams, including product managers, marketing managers, and packaging engineers, to ensure that packaging designs align with overall business goals.
- Demonstrated expertise in creating compelling packaging designs that effectively communicate brand values and resonate with target consumers, using proficiency in graphic design software such as Adobe Creative Suite to create innovative packaging designs and oversee their production, and applying strong knowledge of packaging design principles, including typography, color theory, and layout, to create impactful packaging designs.
- Excellent communication skills, both written and verbal, with the ability to effectively communicate design concepts and strategies to stakeholders across different regions and cultures skilled in developing and presenting packaging design concepts and prototypes to internal stakeholders and external clients across multiple languages and cultures. Also, the ability to adapt to cultural differences and work collaboratively with team members and stakeholders from diverse backgrounds and perspectives, while being able to adapt to changing business needs and work collaboratively in a fast-paced, dynamic environment.