

Pinar Lacroix BFA, MS

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PROFESSIONAL SUMMARY:

Innovative, hands-on Senior Art Director with over 10 years of experience in brand development, digital creative direction, print and packaging design for global beauty, wellness, and consumer products markets. Proven ability to lead cross-functional teams deliver high-performing digital assets across e-commerce, paid media, social media, and digital video platforms, while optimizing consumer engagement and operational efficiency. Recognized for pioneering integration of new technologies e.g., Ai, blockchain, and Web3 into design strategies, and contributions to NFT community, with art exhibited globally and archived at Rockefeller Center. Adept at building full-funnel creative strategies that enhance market share, elevate brand aesthetics, and ensure a consistent brand voice across multiple digital and traditional channels. Passionate about leading transformation by elevating standards with use of design. Seek to contribute creative leadership to propel future driven brands with commitment to innovation, sustainability, inclusion, diversity and digital evolution.

KEY SKILLS:

Design Software: Adobe Creative Suite Mastery (Firefly, Photoshop, Illustrator, InDesign, Bridge), Keynote, Microsoft Office, Power point and Ethical use of AI softwares and latest technologies for digital content creation.

Expertise: Brand Design Systems, Print design and packaging production, digital design Amazon and Shopify, social media and collaboration tools, market research, global team management.

Communication: Excellent verbal and written skills, adept at presenting design concepts to diverse audiences and shareholders.

Creative Direction: Expertise in leading print and digital content creation across paid media, social, e-commerce, and digital video.

Cross-Functional Collaboration: Skilled in working with marketing, product development, and production teams to deliver consistent, on-brand creative solutions.

E-Commerce Performance: Proven ability to design assets that boost performance on Amazon, Walmart, and Target, driving consumer engagement and brand loyalty.

Brand Stewardship: Capable of managing multiple brands simultaneously, maintaining consistency and elevating aesthetics across all channels while building cross-functional collaboration.

Project Management: Strong experience in managing high-volume creative projects from brief through to execution, meeting KPIs and business objectives. Using tools as Esko, Team Center, Monday.com, D2L

Leadership & Mentorship: Experienced in leading design teams and mentoring junior designers, fostering a culture of creativity and innovation.

EXPERIENCE:

Digital Graphic Hybrid Artist, NFT Innovator - New York, NY | June 2021 - Present

- Designed prototype with Bored Ape Yacht Club (BAYC) members, leading digital innovation group, to develop self-care line. Pioneered unique sales strategy, blending traditional beauty retail with emerging digital platforms to create new consumer experiences and target niche consumer base.
- Selected Artist to have art displayed for a month at iconic Rockefeller Center Rink, New York City, a testament to the cultural and artistic impact of this work. Art was placed in the historic Rockefeller Center archives in NYC.
- Created series of Digital Collectables NFTs collected by enthusiasts in Web3 community, demonstrating deep understanding of digital art and blockchain technology.
- Integrated gaming digital art design through "Lobsy" character for Bubble Ranger game platform with Imaginary Ones.
- Recent works exhibited in Switzerland and Paris, reflecting international recognition of artistic talent. Contributed to St. Jude's fundraising auction at Christie's, merging digital art with technology and philanthropy.

ESTEE LAUDER • MAC Cosmetics Randstad Agency | Packaging Design Consultant Holiday 24- NYC | Nov 2022- Dec 2022

- Prepared launch-ready files for the Holiday 2023 collection, building DTOs that communicate design and art requirements to global manufacturing while managing expedited 90 day critical timelines and complex packaging designs. Collaborated cross-functionally to ensure seamless project execution and on-time delivery of packaging for 36 SKUs.

COSMAX | Design Director- Ridgefield Park, NJ | Mar 2020 - May 2020

- Led team of designers and interns in creating new product categories and expedited launch of hand-sanitizer brand, Earth to Skin for Walmart E-commerce. Designed and led nations biggest hand sanitizer program in midst of pandemic. Result: Walmart purchasing business for \$10MM in 2020 and expanded program internally.
- Managed design process and design team for Marilyn Monroe makeup line, adapting to rapid changes and setting WFH structure for design team during the COVID-19 pandemic, both on digital and print channels.

QUNOL | Brand & Package Design Lead - Pine Brook, NJ | Oct 2018 - Nov 2019

- Developed digital, web, and packaging designs for new product launches in nutrition and supplement space, leading cross-functional teams to ensure timely execution of marketing assets.
- Delivered high-volume digital content, including e-commerce materials for Amazon, to increase discoverability and drive brand loyalty. Collaborated with VP of Digital Marketing to align content with sales goals and market trends.
- Designed and directed design projects from inception to execution, including packaging and social media campaigns. Enhanced brand visibility through innovative design and strategic project management.

COLGATE AND PALMOLIVE CPG | Contract Global Design Manager- NYC, NY | 2015 - 2016

- Launched Colgate's first cosmetics toothpaste, *Optic White Radiant*, developing a complete retail program that debuted at Target before expanding to other major retailers. Managed \$90MM portfolio and launched ProClinical Power Toothbrushes, overseeing development of all assets for global marketing channels.
- Spearheaded future retail and packaging design by integrating innovative digital and physical strategies, ensuring Colgate's products aligned with emerging trends in sustainability and consumer demand.
- Partnered with cross-functional global teams to optimize packaging design processes, improving cost-effectiveness and quality while managing complexity of global markets. Collaborated with in-house teams and external agencies to design on-brand digital content, ensuring consistency across social, paid media, and digital video channels.
- Designed packaging systems with focus on e-commerce performance, consumer touchpoints, and future product launches, contributing to Colgate's long-term vision for 2020 and beyond.
- Pioneered sustainability initiatives, collaborating on designs for future consumer carrying oral care to beauty category, with focus on sustainability, digital integration, innovation and metaverse engagement.

L'OREAL | DMI USA MATRIX Hair Color and Texture Global Creative Director - NYC, NY | 2013 - 2015

- Managed and launched multiple high-impact projects, delivering creative solutions for €100MM product portfolio for Global Design of hair color and texture brands across 50 countries.
- Drove innovation by presenting new packaging concepts, technologies, and delivery systems, supporting Marketing, Product Development, and Design teams.
- Ensured brand consistency and creative excellence across packaging, merchandising, digital, e-commerce, and promotional materials, optimizing assets for global performance.
- Spearheaded creation of digital and packaging assets, collaborating with marketing, product development and project management with ESKO and attending press runs globally to ensure seamless execution from concept through production.
- Built 360 global brand design initiatives, including packaging, rebranding, and product development for hair color and texture portfolio. Provided creative direction and mentorship to freelance talent, ensuring consistency and innovation in brand presentation.

Dr MIRACLES | Director of Creative Services - NYC, NY | 2009 - 2011

- Designed and directed creative development of packaging, digital content, branding for multiple new product lines, from concept to market launch in hair and skincare for black haircare and skincare market.
- Led product photoshoots, overseeing post-production retouching to ensure assets met brand guidelines and performance objectives for e-commerce.

LaCroix Design DBA The PNR Design | Creative Consultant - NYC, NY

- Developed strategic brand initiatives for indie beauty and wellness brands, designing full-funnel digital marketing assets and primary/secondary packaging concepts.
- Partnered with founders to create innovative solutions, focusing on e-commerce discoverability and consumer engagement through digital storytelling.

LIMITED BRANDS | Lead Brand and Packaging Designer - NYC, NY | 2007 - 2009

- Led the rebranding design of packaging and digital materials for the Signature, AntiBac, and Luxe product lines for Bath and Body Works, building towards a masstige brand strategy ensuring on-brand execution and market relevance while developing DTOs and managing production teams in Ohio.
- Managed creative requests from concept through production for packaging, digital assets, web banners, and social media content, optimizing performance. Collaborated closely with cross-functional teams to deliver cohesive and effective design solutions.

PRATT Institute | Part-time Visiting Instructor Adjunct Professor - NYC, NY | 2007 - 2008

- Developed and taught design principles curriculum, focusing on typography, color theory, and surface design at the Master's Degree level at Manhattan campus.

EDUCATION:

Master of Science, Packaging, Identities and Systems Design • Pratt Institute, New York City, NY

Bachelor of Fine Arts (Rugs, Textiles, Fine Art) • Marmara University of Fine Arts, Istanbul, TR

SELECTED ACHIEVEMENTS:

- **Rockefeller Center Flag Project:** Artwork selected and archived in the Rockefeller Family Art Archives for its innovative fusion of traditional and digital arts.
- **Packaging Excellence:** Delivered cost-saving design solutions for L'Oréal Matrix Global Design portfolio, resulting in €58MM in projected sales increases with Color Insider and Color Graphics rebranding project building a performance-driven culture.
- **E-Commerce Success:** Increased product discoverability and market share for brands like Colgate Palmolive and Bath & Body Works through optimized digital creative strategies.

REFERENCES AVAILABLE UPON REQUEST.