

Pinar Lacroix

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SUMMARY

Innovative and hands on design lead of award-winning products with over 15 years of experience in brand development, digital, and packaging design. Recently recognized for my contributions and unique style in the Arts, Web3 and NFT community, my work has been showcased at Rockefeller Center placed in Rockefeller Historic Archives in NYC, collected as NFTs, and featured in global exhibitions. With a proven track record in leading strategic design initiatives and projects from concept to execution, I am now seeking a dynamic design and marketing role at a credible company where I can leverage my extensive skills and experience while mentoring junior team members and managing talent.

EDUCATION

Master of Science, Packaging, Identities and Systems Design

Pratt Institute, New York City, NY | Completed MS degree

Bachelor of Fine Arts, Art History, Traditional Turkish arts and Handicrafts (Rugs, Textiles, Fine Art)

Marmara University of Fine Arts, Istanbul, TR | Completed BFA degree

SKILLS

Design Software: Adobe Creative Cloud (Firefly, Photoshop, Illustrator, InDesign), Keynote, Microsoft Office, Power point and Ethical use of AI softwares.

Project Management: Esko, Team Center, D2L, Monday.com

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

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

Cultural and Tech Adaptability: Experienced in managing projects across different cultures and time zones with new technologies, such as blockchain, cryptocurrencies and future of the internet web3.

EXPERIENCE

Hybrid Artist - New York, NY | June 2020 - Present

- **Rockefeller Center Exhibit:** Selected to have my art displayed for a month at the iconic Rockefeller Center Rink in New York City, a testament to the cultural and artistic impact of my work and was placed in the historic Rockefeller Center archives in NYC.
- **NFT Collection:** Created a series of NFTs collected by enthusiasts in the Web3 community, demonstrating a deep understanding of digital art and blockchain technology.
- **Gaming Skin Design:** Designed the "Lobsy" character and gaming skin for the Bubble Ranger platform, backed by Samsung and Imaginary Ones, showcasing my versatility in digital design.
- **Global Exhibitions:** Recent works exhibited in Switzerland and Paris, reflecting international recognition of my artistic talent.
- **Auction for Charity:** Contributed to the St. Jude's fundraising auction at Christie's, merging digital art with technology and philanthropy.

MAC Cosmetics Randstad Agency | Freelance Packaging Designer- NYC, NY | Nov 2022- Dec 2022

- Prepared launch-ready files for the Holiday 2024 collection, managing expedited 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 a team of designers and interns in creating new product categories and expedited the launch of hand-sanitizer brands for Walmart E-commerce, nations biggest hand sanitizer program in the midst of pandemic.
- Managed the design process and design team for the Marilyn Monroe Makeup line, adapting to rapid changes and setting WFH structure for design team during the COVID-19 pandemic.

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

- 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 | Contract Global Design Manager- NYC, NY | 2015 - 2016

- Optimized design processes to ensure cost-effectiveness and quality in packaging design.
- Coordinated with internal and external teams to manage design and production across global markets.
- Built future of packaging strategy and design for 2020+ with sustainability initiatives for the metaverse and future consumer products for the oral care and beauty category.

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

- Spearheaded 360 global brand design initiatives, including packaging, rebranding, and product development for the hair color portfolio.
- Provided creative direction and mentorship to freelance talent, ensuring consistency and innovation in brand presentation.

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

- Led rebranding and packaging design for Bath and Body Works in the bath and self-care sector.
- Collaborated closely with cross-functional teams to deliver cohesive and effective design solutions.

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

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