

Chantelle Bogue

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LANGUAGES

- English (Fluent)
- Spanish (Fluent)
- Italian (Conversational)

TECHNICAL SKILLS

- UX Design
- 3D Rendering
- Production Art
- Typography and Layout
- Packaging Design
- Packaging Production
- Applied Branding
- Product Marketing
- Brand Development
- Filmmaking & Editing
- Digital Photography
- Pen and Ink Illustration
- Logo and Symbol Design
- Web Design & Email campaigns
- Expert in Adobe suite including Photoshop, InDesign, Illustrator, Dimensions, Lightroom, Bridge, Audition & Premiere Pro.

PROFESSIONAL SKILLS

- Time management
- Project management
- Great file management methods
- Creative concept solutions
- Cross-department collaboration

EDUCATION

FIDM/Fashion Institute of Design & Merchandising
Graphic Design - Magna Cum Laude

Santa Rosa Junior College
Psychology - Honors

AWARDS & RECOGNITION

- FIDM'S 2017 Designer of the year.
- Awarded FIDM'S National Scholarship
- Featured in an article as Graphic designer of tomorrow on the North Bay Business Journal.

EXPERIENCE

Emmi: California Brands | Senior Graphic Designer (March 2021 - Present)

- » In-charge of the all design work for 4 of Emmi's California brands: Meyenberg, Redwood Hill Farm & Creamery, Green Valley Creamery and Tailspring. This included packaging, sales materials, market materials, website & social media campaigns, advertising, etc.
- » Constantly studying our campaign's performances and today's fast-shifting trends.
- » Full development of packaging design for 18 brand new SKU's.
- » Lead brand redesign and successfully updated 28 SKU's, digital and physical assets, website and socials with the new brand look.
- » Successfully implemented new packaging routing process company wide utilizing Ziflow.
- » Produced digital and tangible mock-ups as well as sales samples.
- » Design of online brand pages such as Amazon A+ pages and Instacart Brand pages.
- » Development of brand book and content guides for all 4 brands.
- » Created a unique photographic style for each individual brand.
- » Developed and implemented a packaging version control system
- » Adapted packaging to a new die-line when switching vendors or changing shape all-together.
- » Consistent proper archiving of mechanical files.

Traditional Medicinals | Graphic Designer (March 2018 - 2021)

- » Packaging design across different print materials for new products such as lozenges, hemp+herb and black tea.
- » 3D renderings of potential products in the innovation stage.
- » Designing shelf-talkers, displays, coupons & sampling cards made for national retailers such as Sprouts, Walmart, Olivers, Target and retailers in Canada.
- » Cross-functional design work with agencies and vendors in digital & print formats.
- » Design of online brand pages such as Amazon A+ pages.
- » Conference booth designs and renderings.
- » Filming and editing videos for social media and sales.
- » Animation of short online advertising campaigns.
- » Re-branded packaging, marketing and sales materials across all 64 SKU's.
- » Photoshop work to realistically place products in lifestyle shots.

Freelance | May 2014 - Present

- Client: Latin world Entertainment - Social media campaign
 - » Social media campaign production for Sofia Vergara's Walmart exclusive brand: "Sofia Jeans"
- Client: Balleto wineries - environmental *Graphic Design*
 - » Front entrance sign design for the winery's tasting room.
 - » Marketing collateral for the wine club.
- Client: Ooh La Luxe - *Website and email marketing campaign design*
 - » Design email templates for local fashion company clients.
 - » Design of seasonal and bi-weekly collection website banners.

VOLUNTEER WORK

WomenServe | March 2018 - Present

- » Product photography for hand made items on auction and online shop.
- » Internal assets such as donor reports, PowerPoint templates & stationary.
- » Event planning: graphic assets & announcements, space layout, and decoration.
- » Design and execution of social media posts email campaigns & campaign templates.