

# Chantelle Bogue

Chantellebogue@gmail.com • 707.360.8833 • www.ChantelleBogue.com

Creative and detail-oriented graphic designer with over 10 years of experience in branding, packaging design, and digital marketing and 8+ years in the CPG industry. My expertise spans diverse industries, allowing me to develop impactful design solutions that resonate with target audiences and drive brand success. Languages: English & Spanish (Native), Italian (Conversational).

## EXPERIENCE

### Every Man Jack | Art Director - Interim (August 2024 - Present)

- Manage workload for design team focused on packaging, innovation, and retailer displays.
- Oversee packaging routing process
- Project management of the above sectors to ensure timely delivery of design assets.
- Collaborate across departments to align design strategies with business goals & timelines.

### Emmi: California Brands | Senior Graphic Designer (March 2021 - August 2024)

- Led design for four brands, including packaging, sales materials, and digital campaigns.
- Proposed packaging solutions that lead to lowering costs by 74% without affecting packaging quality, shelf presence and lowering environmental impacts.
- Developed packaging for 18 new SKUs and redesigned 28 SKUs across digital and physical assets.
- Implemented a company-wide design routing process and packaging version control system.
- Created brand books, content guides, and unique photographic styles for each brand.
- Updated office environmental design.

### Traditional Medicinals | Graphic Designer (March 2018 - 2021)

- Collaborated in implementing a rebrand across all 64 SKUs and all marketing and sales assets.
- Developed packaging for new products and created 3D renderings for innovation stages.
- Designed marketing materials for major nation-wide retailers such as Walmart, Target & Whole Foods.
- Worked crossfunctionally to produce online content for brand pages and e-commerce, including short form video content, A+ pages, renders and product photography.
- Developed conference booth designs, social media videos, and animated ads.

### Freelance | Graphic Design, Photography & Art direction (March 2017 - Present)

- **Pachamama Coffee:** marketing, POS, packaging and environmental designs.
- **Latin World Entertainment:** developed social media campaigns for Sofia Vergara's "Sofia Jeans."
- **Balleto Winery:** environmental design and marketing materials.
- **WomenServe:** marketing support, catalog design and product photography.
- **Ooh La Luxe:** ecommerce design support.

## AWARDS & RECOGNITION

- **Hammer Award** - Darey Brands
- **North Bay Business Journal** - Feature Article

- **Graphic Designer of the Year** - FIDM
- **First place: Editorial Cartoon** - JACC

- **First Place: Brand Design** - FIDM'S National Scholarship competition

## SKILLS

### Technical Skills

Art Direction • Typography and Layout • Packaging Design & Production • Brand Development • Product Marketing • Filmmaking & Editing • Photography • Pen and Ink Illustration • Digital Art • Ecommerce.

**Proficient in Adobe Creative Suite (Photoshop, Illustrator, etc.)**

### Professional Skills

Cross-department collaborator • Creative Problem Solver • Project Management • Organized file management • Process improvement • Brainstormer.

## EDUCATION

### FIDM: Fashion Institute of Design and Merchandising

Graphic Design - Magna Cum Laude

### Santa Rosa Junior College

Psychology - Honors

Social & Behavioral Sciences - Honors