

# 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 and managed new design routing process company wide.
- » 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.
- » Managed Outside vendors, contractors and agencies.

### **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.