



Allison Staffin

Owner/Creative Director ■ Goldilocks Designs LLC ■ 2013 to present
allison@goldilocksdesigns.net ■ www.goldilocksdesigns.net
Owner/Creative Director ■ Staffin Design Associates ■ 1982 to 2013
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Goal oriented entrepreneur and graphic design professional with demonstrated experience in producing creative, quality graphic and package designs that meet client objectives. Skilled in fostering effective peer relationships and working collaboratively to complete projects on time and within budget. Organized and detail oriented with the ability to manage multiple projects in a fast-paced environment.

GOLDILOCKS DESIGNS LLC / Owner/Creative Director (2013 - present)

Company Owner/Entrepreneur who's work has been featured in national industry publications.
Corporate branding and design for new greeting card line

SKILLS:

- Greeting Card line launch at the Jacob Javits Center in NYC in 2013.
- Create, design and execute greeting cards for all occasions quarterly
- Conceptualize, create and develop line extensions ie: art journals and jewelry.
- Develop creative branding and promotional projects, catalogues, sales and collateral materials
- Oversee National Sales Manager and a sales force of sixty-six reps in the US and Canada
- Manage all outside resources for production of displays, materials, and pre press support
- Coordinate with a variety of vendors eg: printers, photographers, vendors, suppliers, editors
- Create, design, and set up booth for yearly Trade Show
- Create and Maintain social media accounts

STAFFIN DESIGN ASSOCIATES / Owner/Creative Director (1982 -2013)

Create Package Design / Specialty Packaging ie: Christmas gift sets, Mother's/Father's Day Gift sets, Gift with Purchase, Redesign and Line extensions for existing products, Promotion and Collateral Materials, Point-of-Purchase Displays, Corporate Communications, and Branding

SKILLS:

- Confer with marketing and communications departments to communicate themes and approaches
- Conceptualize, develop, implement and maintain client objectives through packaging and promotional design
- Translate agreed upon marketing/design objectives to attract the consumer and generate increased sales
- Develop creative branding and promotional projects consistent with client needs and goals
- Design innovative, practical, packaging, advertising, POP in-store materials, promotional and collateral materials
- Provide creative leadership and direct projects from conception through completion
- Oversee creative direction of other designers
- Provide art direction for photography, props and stylists and manage prepress/printing
- Maintain relationships with promotional agencies and vendors
- Coordinate with a variety of vendors eg: printers, photographers, vendors, location scouts, and modeling agencies
- Manage all outside resources for graphic and package design, creative concept, production and prepress support
- Plan and complete projects/tasks within deadlines
- Detail and action oriented, able to work in a fast-paced environment

PARTIAL CLIENT LIST:

Revlon, Biotherm, Lancaster, Estee Lauder, L'Oreal, La Prairie, Wella International, Germaine Monteil, Liz Claiborne, Diane von Furstenberg, Posner, Bectin Dickinson, Twinings Tea, Sunny Delight Beverages, Ocean Spray, Sucrets, Dannon Co. Conde Nast / Glamour Magazine, Hearst Corporation / Avon Books

- Proficient in Adobe Indesign, Illustrator and Photoshop ■ References upon request

EDUCATION:

University of Delaware . Newark, Delaware
Bachelor of Science in Graphic and Advertising Design

School of Visual Arts . New York, New York
Continuing Education