

# R Regan O'Connell

## Portfolio

<https://www.reganoconnell.com>

## Linkedin

<https://www.linkedin.com/in/reganoc/>

## Behance

<https://www.behance.net/reganoconnell>

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## Phone

(416) 856 - 0995

## SUMMARY

### Currently:

A hybrid Adaptive/Creative Designer of On Pack & E-Commerce

### Experience:

6 years in studio with 8 years general experience.

### Skillset:

- Print ready packaging/CPGs
- Photography art direction
- E-commerce/digital design
- Adaptive & conceptual design
- Creating/following regulatory & brand guidelines
- Delegation & team direction
- Multi-tasking
- Brand ownership & creation

## SKILLS/SOFTWARE

### Software

1 2 3 4 5  
Novice Skilled

Illustrator	████████████████████
Photoshop	████████████████████
InDesign	████████████████████
AfterEffects	██████████████████
Premiere	██████████████████
Procreate	██████████████████
Figma	██████████████████
Canva	██████████████████

### Social Media

1 2 3 4 5  
Novice Skilled

Instagram	████████████████████
TikTok	██████████████████
Snapchat	██████████████████
Facebook	██████████████████
X	██████████████████

## EDUCATION

### Bachelor of Design | Graphic Design

OCAD University

Sept 2014 - June 2018 (Graduated)

## WORK EXPERIENCE

### Designer - Creative/Adaptive

#### Marks, part of SGS & Co (Second Promotion)

Current Position | Oct 2021 - Present

- Senior designer in a CPG pre-production role, designing 3D and print ready on-pack artwork.
- Lead a team of creatives in developing packaging and digital design assets, including on pack concepts, sales carousels, social media graphics and online store materials.
- Advised team of designers on global packaging regulatory standards and brand specific standards for a variety of consumer goods brands.
- Provided photography and retouching art direction live in studio. This included prepping pre-pro documents & photo templates, leading photographers, directing food stylists, communicating expectations with clients & maintaining shot schedules.
- Lead an evergrowing creative team for Kroger e-commerce, creating digital assets, brand guidelines and pack renders.
- Created company e-commerce content creation training and guideline document.
- Creating client facing presentations and ensured clear and direct communication with clients.
- Trained new interns & juniors on all aspects of Marks design

### Junior Adaptive Designer

#### Marks, part of SGS & Co (First Promotion)

Past Position | Sept 2018 - Oct 2021

- Worked within a pre-production packaging design team.
- Involved in cleaning and prepping dielines, creative design adaption and advising on regulatory and printability standards.
- Lead a creative team on conceptualizing cohesive brand identities for CPG goods, while following brand guidelines and client communications.

### Adaptive Design Intern

#### Marks, part of SGS & Co

Past Position | June 2018 - Sept 2018

- Intern involved in every aspect of pre-production packaging design.
- Involved creating/laying out files, working within regulatory design, photoshopping and retouching images, setting up brand guidelines, picking PMS/brand colours & revising work before release to clients.

### Junior Graphic & Marketing Designer

#### SWAP Working Holidays

Past Position | June 2017 - Sept 2017

- Junior design contract.
- Designed email info packages & marketing brochures.
- Required quick technical work, ability to employ creative criticisms & use organizational & communication skills.

### Director of Design

#### Canadian Undergraduate Technology Conference (CUTC)

Past Position | Sept 2017 - May 2018

- Created a cohesive brand identity for the conference.
- Required quick design work, good technical design knowledge/knowledge of best output for all mediums & platforms.
- Required team building/organizational skills & ability to work under pressure with sharp deadlines.
- Designed website graphics/facilitated design of sponsorship package, booth banners, social media graphics & more.