

ANTHONY SIMMONS

Packaging & Production Designer

Address: 575 Main Street, Chatham, NJ 07928

Email: Anthony@Asredesign.com

Online Portfolio



<https://www.asimmons.info/>

AREAS OF EXPERTISE

Creative and detail-oriented Graphic Designer with over 7 years of cross-industry experience in visual identity, packaging, digital design, and presentation systems. Currently serving as a Packaging & Production Designer at Sakar International, creating innovative packaging and product concepts for Sports Illustrated, Sonic, and other leading consumer brands sold in Walmart, Target, and major retailers. Skilled in developing pixel-perfect visuals that uphold brand integrity across print, web, and e-commerce platforms, while collaborating cross-functionally with design, sales, and product development teams to deliver high-impact creative for retail, marketing, and product launches. Recognized for discipline, grit, and consistency, ensuring scalable design execution that drives engagement, sales growth, and long-term brand recognition.

Brand Design & Creative Tools | Adobe Creative Cloud (5 yrs) | Photoshop (6 yrs) | Illustrator (3 yrs) | InDesign (2 yrs) | After Effects (4 yrs) | Premiere Pro (2 yrs) | Media Encoder (4 yrs) | Canva (3 yrs) Marketing Platforms & CRM | HubSpot (2 yrs) | HubSpot Sales (1 yr) | HubSpot CMS (2 yrs) | Klaviyo (5 yrs) | Post Pilot (1 yr) AI Tools | CHAT GPT | Adobe Firefly | Midjourney | Canva Web Design & Development | Landing Pages (5 yrs) | Webflow (3 yrs) | PHP (3 yrs) | cPanel (4 yrs) | SSH (2 yrs) UX / UI Design | Adobe XD (2 yrs) | Figma & Figma Jam (2 yrs) | Sketch (1 yr)

COVER LETTER

Dear Hiring Manager,

As a **Packaging & Brand Designer** with over 7 years of cross-industry experience, I specialize in creating cohesive identity systems, packaging, and digital assets that connect seamlessly across physical and digital touchpoints. My background spans consumer electronics, supplements, retail, fashion, and lifestyle brands—where I've consistently delivered creative that drives engagement, revenue, and lasting brand recognition.

CURRENT ROLE & IMPACT: At Sakar International, I serve as a Packaging & Production Designer, leading design and production for innovative Sports Illustrated and Sonic product lines sold through Walmart, Target, and other major retailers. I've designed and produced more than 10 full retail product lines, collaborating closely with lead designers and sales teams to transform market insights into compelling, production-ready packaging that enhances shelf appeal and buyer confidence.

WHAT SETS ME APART: Beyond technical expertise, I bring discipline, grit, and consistency to every project. These strengths enable me to maintain creative excellence under pressure, manage high-volume deliverables with precision, and ensure accuracy from concept through production—qualities that are just as essential as design skills in producing work that performs in the real world.

PREVIOUS EXPERIENCE: At MHP and MuscleMeds, I developed full-funnel creative assets across Shopify, Klaviyo, and social platforms—contributing to a 223% increase in digital sales. Additionally, through my personal brand, Design-Foodie, I've led end-to-end creative direction for digital product kits and e-commerce visuals, expanding my expertise into presentation design and scalable brand systems.

TOOLS & METHODS: I'm proficient in Adobe Creative Cloud, Figma, Canva, Klaviyo, and Webflow, and I leverage AI tools like Firefly and MidJourney to accelerate ideation and execution. Whether designing retail packaging, presentation frameworks, or omnichannel campaigns, I combine strategic storytelling with disciplined execution to deliver design that inspires, engages, and converts.

I'm eager to bring my packaging, branding, and digital design expertise to a team that values creativity, collaboration, and consistent performance. I look forward to the opportunity to contribute to your brand's continued growth and innovation.

Thank you for your time and consideration.

Warm regards,

Anthony Simmons

VOLUNTEERING

Solution

Volunteer Brand Designer – UI/UX & Visual Identity

2022 - Current

- Solution is focused on improving the world and improving people's lives by providing a social network that connects, solves issues, and drives growth & connections. As part of a robust team of graphic and UI/UX designers, I assist in evolving the brand's core message.

EDUCATION

Maryville University May 2012 – Sep 2015

BS – Graphic Design Maryville University | Town and Country, MO GPA 3.5