

# ANTHONY SIMMONS

Packaging & Production Designer

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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) **Technical & Admin Tools** | Microsoft 365 Admin Center (3 yrs) | Exchange Online (3 yrs) | Microsoft 365 Exchange Online (3 yrs) | Microsoft PowerPoint (5 yrs) | Word (6 yrs) | Excel (4 yrs) | Keynote (2 yrs)

## RELEVANT EXPERIENCE

### Packaging & Production Designer – Consumer Electronics & Retail Packaging ·

#### Sakar International · Edison, NJ · Remote / On-Site (Contract)

03/25 – Present

- Design and produce innovative, trend-forward packaging solutions for consumer electronics and lifestyle products distributed through major retailers including Walmart, Target, Kohl's, and Best Buy.
- Created 10+ full product and packaging designs across the Sports Illustrated and Sonic brands—developing retail-ready visuals, dielines, and mechanicals for national product launches.
- Partner closely with the Lead Designer and Sales team to develop concept-to-shelf product and packaging ideas, translating market insights and brand guidelines into high-impact retail packaging that drives sell-in and sales growth.
- Execute end-to-end design production, including dieline creation, mockups, print-ready files, and factory submissions for licensed products and retailer programs.
- Apply fashion, color, and consumer trend forecasting to build visually consistent packaging systems that align with Sakar's diverse brand portfolio.
- Collaborate cross-functionally with product development, licensing, and marketing teams to ensure packaging compliance, innovation, and brand integrity across multiple SKUs.
- Support seasonal design planning and product ideation, contributing creative direction, trend boards, and retail presentation mockups that strengthen buyer relationships and retail placement opportunities.
- Tools & Platforms:** Adobe Creative Cloud (Illustrator, Photoshop, InDesign), Microsoft 365, SharePoint, Box, Packaging Dieline Templates, Color Management Systems (PMS/CMYK), AI-enhanced design tools.

### Graphic Designer (Packaging, Marketing, E-commerce)

#### Maximum Human Performance (MHP, MuscleMeds, Fit & Lean) · Remote / On-Site

10/22– 08/24

- Designed end-to-end brand identity systems including packaging, product labels, and campaign visuals across multiple nutrition and fitness brands.
- Produced e-commerce graphics, email campaigns, and social media assets to support product launches and athlete endorsements.
- Created presentation decks and investor-facing visuals, transforming strategic briefs into compelling storytelling.
- Retouched, cropped, and edited high-res imagery for use in retail packaging, digital advertising, and e-commerce product pages.
- Drove creative strategy that generated \$11K+ in direct campaign sales weekly, significantly increasing brand visibility and online performance.
- Tools & Platforms:** Adobe Creative Cloud (Illustrator, Photoshop, InDesign, After Effects, Premiere Pro), Klaviyo, HubSpot, Canva, proprietary e-commerce CMS.

### Digital Designer / Marketing Designer

#### Amerex Group · On-Site

08/19 – 10/22

- Designed packaging systems, product labels, and branded retail visuals for national distribution across Costco, Kohl's, BJ's, and Macy's partners.
- Produced digital campaigns, Shopify graphics, and mobile-optimized visuals, strengthening omnichannel brand storytelling.
- Created presentation decks, sales sheets, and B2B collateral, ensuring brand consistency across marketing and retail initiatives.
- Led email and SMS design via Klaviyo, executing performance-driven assets that boosted campaign engagement and sales.
- Supported global brand events with large-format signage, booth graphics, and event kits for activations and expos.
- Contributed to a 223% YoY increase in digital sales, with 39% attributed directly to visual strategy and design execution.
- Tools & Platforms:** Adobe Creative Suite (Illustrator, Photoshop, InDesign), Figma, Canva, e-commerce CMS platforms.

## VOLUNTEERING

### Solution

12/22 – 05/25

### Volunteer Brand Designer – UI/UX & Visual Identity

- Volunteer Brand Designer collaborating with UI/UX teams to evolve visual identity and messaging for a mission-driven social platform focused on global connection and impact. Contribute to the creation of **brand-aligned assets** for web, social media, and platform design.

## EDUCATION

Maryville University May 2012 – Sep 2015

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