

ANTHONY SIMMONS



Packaging & Digital Marketing Designer

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AREAS OF EXPERTISE

Packaging & Production Design · Retail & E-commerce Visual Systems · Digital Marketing Creative · Product Launch & Go-to-Market Assets · Email & Lifecycle Campaign Design · Brand Identity Systems · Presentation & Sales Enablement · Print Production & Compliance · Cross-Functional Collaboration

Tools

Adobe Creative Cloud (Illustrator, Photoshop, InDesign, After Effects) · Figma · Klaviyo · Shopify · Webflow · Canva · CMS Platforms

COVER LETTER

Dear Hiring Manager,

I'm a Graphic Designer with 7+ years of experience designing packaging, production-ready artwork, and digital marketing assets for consumer brands sold across major retail and e-commerce channels. My background is rooted in execution—translating concepts into accurate, scalable design systems that perform in real-world environments, from store shelves to inboxes to product pages.

I began my career in packaging and retail design, where clarity, hierarchy, and speed matter immediately. In that environment, you learn quickly how design impacts decision-making—if a product doesn't communicate value in seconds, it doesn't move. That foundation continues to guide my work today across packaging, e-commerce, and campaign design.

Throughout my career, I've supported brands including Sports Illustrated, Sonic, MHP, MuscleMeds, Amerex Group, and Great Clips, creating packaging systems, PDP graphics, email campaigns, social assets, and presentation materials used across Walmart, Target, Costco, Macy's, Shopify, Amazon, and direct-to-consumer platforms. My work consistently focuses on simplifying complex product information, maintaining brand integrity, and delivering visuals that support both marketing and sales goals.

At Maximum Human Performance, I designed packaging, e-commerce visuals, and lifecycle email creative that contributed to \$11K+ in weekly digital campaign sales. At Great Clips, refining promotional layouts and digital coupon assets led to a 45% increase in engagement and a 57% lift in product sales. With Amerex Group, I helped build scalable brand and packaging systems that supported omnichannel growth and long-term consistency across national retailers.

Most recently, through my freelance work with Design-Foodie, I continue to design digital-first marketing assets, e-commerce visuals, and branded systems—balancing speed, consistency, and production accuracy while supporting growth-focused initiatives.

I bring a disciplined, collaborative approach to my work and thrive in environments where design must be both creative and operationally sound. I'm especially strong in roles that require close partnership with marketing, product, and production teams, where attention to detail and follow-through directly impact outcomes.

I'd welcome the opportunity to contribute my experience in packaging, production, and digital marketing design to your team and help deliver creative that is clear, effective, and built to perform.

Thank you for your time and consideration. I look forward to the opportunity to connect.

Warm regards,
Ant Simmons

VOLUNTEERING

Volunteer Brand Designer – UI/UX & Visual Identity 08/19 – 10/22

Designed brand-aligned assets for web, social, and platform experiences, supporting consistency, clarity, and user engagement.

EDUCATION

Maryville University — Town and Country, MO
B.S. Graphic Design | GPA: 3.5