

# ANTHONY SIMMONS

Packaging & Digital Marketing Designer

2715 Maple Park Pl, Cumming, GA 30041 | [Anthony@Asredesign.com](mailto:Anthony@Asredesign.com) | <https://www.asimmons.info/>



## 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

## RELEVANT EXPERIENCE

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

**Sakar International · Edison, NJ · Hybrid**

**03/2025 – 01/2026**

- Design and produce retail-ready packaging systems for consumer electronics and lifestyle products distributed through Walmart, Target, Kohl's, and Best Buy.
- Delivered 10+ complete product and packaging programs across Sports Illustrated and Sonic brands, including visual systems, dielines, and production mechanics for national launches.
- Partnered closely with Lead Designer and Sales teams to take concepts from brief to shelf, translating market insights and brand guidelines into packaging that supports sell-in and retail performance.
- Own end-to-end production workflows, including dieline setup, mockups, print-ready files, proof reviews, and factory submissions for licensed products and retailer programs.
- Apply consumer trend and color forecasting to build cohesive packaging systems adopted across multiple SKUs and retail assortments.
- Collaborate cross-functionally with product development, licensing, and marketing to ensure packaging accuracy, compliance, and brand integrity.
- Support seasonal planning and product ideation by creating trend boards, retail mockups, and buyer-facing presentation materials that strengthen placement opportunities.
- Tools: Adobe Creative Cloud (Illustrator, Photoshop, InDesign) · Figma

### Graphic Designer – Packaging, Digital Marketing & E-commerce

**Maximum Human Performance · Remote / On-Site**

**10/22– 08/24**

- Designed end-to-end brand and packaging systems including product labels, retail packaging, and campaign visuals across multiple nutrition and fitness brands.
- Produced e-commerce product visuals, promotional email creative, and social assets supporting product launches, athlete endorsements, and ongoing marketing campaigns.
- Developed PDP graphics, comparison layouts, and promotional visuals to improve product clarity and conversion across Shopify, Amazon, and proprietary e-commerce platforms.
- Created presentation decks and investor-facing materials, translating strategic briefs into clear, visually compelling storytelling.
- Retouched and optimized high-resolution product imagery for use across packaging, digital advertising, and e-commerce product pages.
- Contributed to creative initiatives that generated \$11K+ in weekly direct campaign sales, strengthening brand visibility and online performance.
- Tools: Adobe Creative Cloud (Illustrator, Photoshop, InDesign, After Effects, Premiere Pro) · Klaviyo · HubSpot · Canva · 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 major partners including Costco, Kohl's, BJ's, and Macy's.
- Designed and produced digital marketing assets, Shopify graphics, and mobile-optimized visuals supporting omnichannel campaigns and e-commerce initiatives.
- Developed presentation decks, sales sheets, and B2B marketing collateral, ensuring consistent brand execution across retail, marketing, and sales channels.
- Designed email and SMS campaign visuals in Klaviyo, supporting performance-driven marketing initiatives tied to engagement and revenue growth.
- Supported global brand activations and trade events with large-format signage, booth graphics, and event kits for expos and retail showcases.
- Contributed to a 223% year-over-year increase in digital sales, with 39% attributed to visual strategy and design execution across marketing and e-commerce channels.
- Tools: Adobe Creative Suite (Illustrator, Photoshop, InDesign) · Figma · Canva · E-commerce CMS platforms · Klaviyo

## 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