

ANTHONY SIMMONS



Packaging & Digital Marketing Designer

2715 Maple Park Pl, Cumming, GA 30041 | 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

AI Tools & Creative Automation

ChatGPT · Midjourney · Adobe Firefly · Runway ML · DALL-E · Figma AI · Canva AI · Notion AI

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

RELEVANT EXPERIENCE

Packaging Designer (Freelance)

Peachtree Playthings · Marietta, GA · Remote

03/2025 – 01/2026

- Design engaging, retail-ready packaging concepts for children's toys and consumer play products, aligning visuals with brand guidelines and target audience preferences.
- Develop production-ready dielines, layouts, and mechanical files using Adobe Illustrator and InDesign, ensuring accuracy for print and manufacturing.
- Create high-impact product graphics, icons, and visual storytelling elements to enhance shelf presence and communicate product value quickly.
- Produce mockups and presentation visuals in Photoshop and PowerPoint to support internal reviews, stakeholder alignment, and client approvals.
- Collaborate with product development and marketing teams to translate product features into clear, compelling packaging narratives.
- Apply color theory, typography, and trend research to create cohesive packaging systems across multiple SKUs.
- Manage revisions and prepress workflows, ensuring packaging met compliance standards, print specifications, and brand consistency.
- Supported go-to-market efforts by aligning packaging design with digital marketing assets, including e-commerce visuals and promotional materials.

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.
- Develop retail packaging systems and production-ready mechanical files using Adobe Illustrator and InDesign, ensuring accuracy across multi-SKU programs distributed nationally.
- Partner 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.
- Create high-fidelity mockups and buyer-facing presentations in Photoshop and Microsoft PowerPoint (Office 365), supporting sales alignment and retailer approval.
- 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

- Design end-to-end brand and packaging systems including product labels, retail packaging, and campaign visuals across multiple nutrition and fitness brands.
- Produce e-commerce product visuals, promotional email creative, and social assets supporting product launches, athlete endorsements, and ongoing marketing campaigns.
- Develop PDP graphics, comparison layouts, and promotional visuals to improve product clarity and conversion across Shopify, Amazon, and proprietary e-commerce platforms.
- Create presentation decks and investor-facing materials, translating strategic briefs into clear, visually compelling storytelling.
- Utilize Figma to prototype packaging layouts and presentation frameworks for internal review, accelerating feedback cycles and cross-functional collaboration.
- Contribute 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

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Digital Designer / Marketing Designer

Amerex Group · On-Site

08/19 – 10/22

- Design packaging systems, product labels, and branded retail visuals for national distribution across major partners including Costco, Kohl's, BJ's, and Macy's.
- Design and produced digital marketing assets, Shopify graphics, and mobile-optimized visuals supporting omnichannel campaigns and e-commerce initiatives.
- Develop presentation decks, sales sheets, and B2B marketing collateral, ensuring consistent brand execution across retail, marketing, and sales channels.
- Design email and SMS campaign visuals in Klaviyo, supporting performance-driven marketing initiatives tied to engagement and revenue growth.
- Produce motion-based visual assets in After Effects and short promotional video edits in Adobe Premiere Pro to enhance product storytelling and campaign rollout materials.
- Contribute 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