

lindy trinh

product development designer

experience lurella cosmetics
freelance
2025 - present

packaging designer

- collaborate directly with the creative director and CEO to develop innovative, brand-aligned packaging solutions
- oversee 3-5 concurrent packaging design projects per month, consistently meeting accelerated timelines
- execute end-to-end design development, from initial concept and creative direction to final production files
- design with a strategic focus on digital appeal and consumer engagement, supporting the brand's e-commerce-driven sales model and social media marketing efforts

dermovia
irvine, ca
2023 - present

senior product development designer

- spearheaded product development of beauty and skincare from concept to launch
- collaborated with internal stakeholders on product feedback and releases
- collaborated with cross-functional teams to ensure product and brand alignment
- liaised with overseas suppliers and manufacturers on product materials and production timeline
- drove creation of social media graphics and email newsletters
- managed a design team of 4

the crème shop
glendale, ca
2022

packaging and product designer

- developed cosmetic and accessory product packaging concepts under internal and licensee style guides
- developed product PDQs and retail signage
- supported concepts with CADs
- conducted in-person trend research to support packaging design
- built physical mock-ups for buyers to ensure quality and brand alignment

bitsy boba
philadelphia, remote
2021

social media visual marketing designer

- curated engaging reusable content templates
- designed graphics and short-form video content
- engaged with over 2,000 online community members to drive engagement and sales

the watch standard
arcadia, hybrid
2020 - 2021

visual designer

- spearheaded weekly photography production schedule
- led visual content designs for social media, email newsletters, and e-commerce
- retouched 20-30 product and lifestyle photos weekly for social media e-commerce
- collaborated on website design to boost brand engagement

contact lindytrinh17@gmail.com

[linkedin.com/in/lindytrinh](https://www.linkedin.com/in/lindytrinh) ↗
lindytrinh.com ↗

education california state university,
long beach
2017 - 2021

bachelors of arts, studio art
graphic design minor
marketing minor

skills adobe creative cloud, final cut
pro, microsoft office

production design, packaging design,
visual/social media design,
email design, ux/ui design, short-form
content creation