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ZENOBIA HERZBERG

Packaging Graphic Designer



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.com



Corpus Christi, TX 78476,
United States

Education

University of Texas at Austin

2013 - 2017

United States

Skills

Structural design,
dieline creation, label
design



Adobe Creative Suite
(Illustrator, Photoshop,
InDesign), CorelDRAW,
ArtiosCAD



Logo design,
typography, brand
consistency



Prepress preparation-
, color correction,
printing processes



Packaging mockups,
product visualization



Accurate dieline, print
specifications, color
matching



Working with
cross-functional teams,
client presentations



Professional summary

Creative and detail-oriented Packaging Graphic Designer with 8+ years of experience designing visually compelling packaging that enhances brand identity and attracts consumers. Proficient in delivering innovative packaging solutions, collaborating with cross-functional teams, and meeting tight deadlines.

Experience

Smith & Co. Packaging Solutions

August 2018 - Now

United States, Corpus
Christi, TX

Packaging Graphic Designer

- Created and developed over 100 packaging designs for consumer goods.
- Collaborate with marketing and product teams to develop packaging that communicates key product information while maintaining aesthetic appeal.
- Manage all aspects of packaging design, including concept development, mockups, and final production-ready files.
- Work closely with manufacturers to ensure accurate color matching, print quality, and structural integrity.
- Successfully increased product sales by 15% for a key client by redesigning their product packaging.

Creative Concepts Studio

June 2017 - July 2018

United States, Corpus
Christi, TX

Junior Packaging Designer

- Assisted in designing packaging concepts for products across various industries, including health and beauty goods.
- Produced digital mockups and prototypes for client presentations and feedback.
- Prepared print-ready files and coordinated with printers and manufacturers to ensure timely production and quality control.
- Provided design support for the launch of a new line of eco-friendly packaging, aligning with client sustainability goals.