



I am currently the creative director for The Macallan Group in Hoboken, NJ, as well as the owner of Justine Elizabeth Designs LLC, a full-service design company providing print & digital services to clients. I hold a BFA in graphic design and have extensive experience designing for both print and digital media.

For more than fourteen years I have been responsible for the following:

- Designing packaging, logos, advertisements, e-mail blasts, websites, social media campaigns, trade show graphics/materials, signage and displays.
- Directing and stylizing photo shoots.
- Meeting with marketing, production, product and sales teams to discuss the objectives and requirements of each project.
- Producing and managing effective design solutions from concept to completion.
- Creating, implementing and maintaining brands and brand guidelines.
- Working independently or as part of a team.
- Collaborating with copywriters, photographers, printers and stylists to ensure projects are completed effectively and on time.

I have successfully designed creative solutions for major retailers and brands such as Target, Walmart, Costco, Bed Bath & Beyond, Kohl's, Toys "R" Us, Party City, Johnson & Johnson, Nickelodeon, Mattel and Capezio. In addition I have worked in many different industries including consumer electronics, housewares, apparel, party supplies, healthcare and pharmaceuticals.

I am well versed in all of the current design and development programs including:

- Adobe CC 2018 (Photoshop, Indesign, Illustrator, Bridge, Dreamweaver, Acrobat)
- WordPress
- HTML 5
- CSS
- Sublime Text
- Exact Target
- Mail Chimp
- Dotmailer
- Drupal
- Wix
- Squarespace
- Unbounce

I am looking for the opportunity to contribute my talent, skill set and vision as a creative director to an organization that rewards success and recognizes the fierceness of the highly competitive graphic arts field. I am focused on my career and enjoy its challenges and rewards.

If you are interested and would like to view my portfolio, please contact me at 201-314-6645, or e-mail me at Justine@JustinePalm.com.

Thank you for your consideration.

Sincerely,



CREATIVE DIRECTOR

The Macallan Group, August 2017-Present, Hoboken, NJ

Supervise a team of designers, copywriters, photographers and web developers in the conceptualization and design of print and digital media for clients in the healthcare field.

Spearhead the rebrand of Meadowlands Hospital Medical Center to Hudson Regional Hospital.

Consult with clients to ensure all marketing needs are met.

Grow the companies revenue by acquiring new clients and expanding into new industries.

Establish an internal review process to ensure a cohesive workflow amongst all team members.

OWNER/CREATIVE DIRECTOR

Justine Elizabeth Designs, LLC, 2007-Present, East Rutherford, NJ

Provide clients with print and digital design & marketing services.

Manage all aspects of the creative process from initial concept to final production.

Specialize in the creation of custom invitations and favors for all occasions.

ART DIRECTOR

Tristar Products Inc, December 2013-August 2017, Fairfield, NJ

Lead photographers, freelancers and copywriters in the development of 360° marketing campaigns for key product launches through packaging, websites, social media, photography and television.

Designed responsive e-commerce sites for weekly media tests.

Established brand guidelines to be used amongst all print and digital marketing materials.

Collaborated with marketing, PR, engineering, copywriters and sales teams to ensure the integrity of the brand was consistent amongst all product, print, digital and social marketing channels for new and existing products.

Created in-store displays and signage for retailers such as Walmart, Target, Bed Bath & Beyond, Costco, and Sam's Club to showcase new products.

Provided art direction for print, online and social media photo shoots while overseeing photographers, model castings, stylists, shot lists, props and set designs.

SENIOR PRINT/DIGITAL DESIGNER

Capezio, January 2013-December 2013, Totowa, NJ

Advanced the company's marketing strategies through the development of weekly e-commerce and email marketing campaigns for capezio.com and all social media outlets.

Liaised with internal and external e-commerce teams to prepare for new website launch.

Collaborated with in-house creative team and all international marketing teams to develop a new global brand guideline and marketing strategy for print, digital and social media.

Created new packaging, hang tags, shopping bags, ads and annual catalogs encompassing the new look and feel of the brand.

Worked on set with in-house photographer to ensure images met new brand guide standards.

Retouched images for print and online use as well as implemented naming conventions while maintaining image archives.

SENIOR PRINT/DIGITAL FREELANCE DESIGNER

Party City, September 2011-October 2012, Rockaway, NJ

Designed weekly email blasts promoting sales, products, and new store locations.

Created visually appealing in-store signage and marketing collateral engaging the consumer and driving sales.

SENIOR PRINT FREELANCE DESIGNER

Toys "R" Us, April 2011-September 2011, Wayne, NJ

Conceptualized and rendered in-store signage, displays and ad materials for Toys"R"Us and Babies"R"Us retail stores.

FREELANCE DESIGNER

Johnson & Johnson, Decemer 2010-April 2011, Morris Plains, NJ

Worked closely with art directors and project coordinators in the creation of in store displays, ads, and FSI's for major brands including Tylenol, Zyrtec, Motrin, Monistat and Listerine.

Ensured proper usage of branding guidelines throughout the design process.



DESIGNER/ENTREPRENEUR

JUSTINE PALM

SENIOR DESIGNER

Emerson Radio Corp, June 2004-September 2010, Moonachie, NJ

Sole designer for all print, packaging, marketing, signage, display and sales related materials for Emerson Radio Corp. and licensees Mattel™ and Nickelodeon™.

Collaborated with Hong Kong, marketing, sales, product development, Mattel™, Nickelodeon™, photographers, printers and exhibit houses to meet deadlines, budgets and final approvals on all artwork projects from initial concept to final production.

Complete redesign of the home appliance packaging line.

Developed a design language and template that increased the quality of production for all new packaging.

Implemented new design themes yearly for all trade shows, which attract potential buyers, salespersons, and media to our booth thus boosting company exposure and sales.

EDUCATION

BACHELOR OF FINE ARTS IN GRAPHIC DESIGN • Rowan University, Glassboro, NJ, 2000-2004

SOFTWARE PROFICIENCY

Adobe CC 2018 (Illustrator, Photoshop, Indesign, Dreamweaver, Bridge), Keynote, Mail Chimp, Exact Target, WordPress, HTML, CSS, Sublime Text, Drupal, Squarespace, Wix, Unbounce, Dotmailer