



KRISSY WEDO

graphic design . packaging design . illustration

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EXPERIENCE

Enchanté Accessories, NYC

Senior Packaging/Graphic Designer, 2020-present

The single graphic design and packaging artist for the Home Fragrance division, under the direction of the division head. Main duties are all packaging for candles & gift sets; gift boxes, label treatments, dust covers, hangtags. Also, product design, trend research/boards, product renderings/illustrative drawings, catalogues and physical mockups when needed.

Hello Krissy Designs, NYC

Freelance Graphic Design/Illustration, 2008-present

I have done freelance projects and commissions including stationery, invites, logos, branding systems, packaging design, posters, t-shirt graphics, illustrations, and greeting cards.

Centric Brands, NYC

Senior Graphic Designer, 2018-2020

Graphic design and packaging for both the licensed & generic designs of the business. Worked with top licenses such as Disney, Nickelodeon, Marvel, and Crayola, designing and following the printing and production process on childrens/teens (some womens) personal care, beauty, toys, and gift sets.

Global Brands Group, NYC

Senior Packaging/Graphic Designer 2016-2018

MZ Berger, NYC

Senior Packaging/Graphic Designer 2008-2015

Jazz @ Lincoln Center, NYC

Graphic Design Intern, Spring /Summer 2005

EDUCATION

Pratt Institute

Brooklyn, NY

BFA: Graphic Design

SVA: School of Continuing Education

New York, NY

Break Out: Graphic Design (Fall 2016)

Brand Identity-Creating an Image (Fall 2017)

Hand Lettering & Design (Fall 2018)

TECHNICAL SKILLS

Adobe Creative Suite: Illustrator, Photoshop, InDesign, Acrobat

Illustration, Color Theory, and Product Design experience

Written and Verbal Communication with printers and factories

DESIGN PROFICIENCY

- Logo & Identity Design
- Branding Skills
- Illustration Skills
- Page Layout
- Art Direction/ Concepting
- Working with a Team
- Creating Mock-ups for Packaging

RECOGNITION

Best New Product-2009

Awarded by the Disney Food, Health, and Beauty Division for my line of licensed bubble bath.

Licensee of the Year-2010

Awarded to the MZB Personal Care Division by Disney, at their Food, Health, and Beauty Summit.