

Hello.

I'm **Yaritza Lozano.**

Art Director, CMF designer
and Packaging Designer



Take a Look
at my portfolio

I am a passionate artist and designer dedicated to storytelling and problem-solving through product design. Recognized for my achievements in Penske programs, I excel in footwear color and material design. With a diverse professional background as an art director, packaging designer, entrepreneur, and more, I consistently add value through learning, teaching, and fostering collaboration. My strengths lie in creativity, divergent thinking, curiosity, and connecting with others.

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WORK EXPERIENCE

Freelance Packaging Designer / Art Director / CMF Designer

Contract & Retainer with Beauty Brands: Fashion Foundry LLC, Glister, Almost Famous Hair, Kaleo

January 2023 to Present

- Develop innovative packaging concepts for major retailers, including Walmart, Ulta, TJ Maxx, and Marshalls.
- Ensure design alignment with client brand identities and preferences.
- Provide creative direction to design teams for cohesive visual execution.
- Oversee and coordinate photoshoots to enhance e-commerce and social media presence.
- Collaborate with international manufacturers to select materials, emphasizing sustainability and cost-efficiency.
- Proficiently utilize 2D and 3D design software for project execution.
- Exhibit strong project management skills and effective client communication

.Color Designer - Performance Running Team

New Balance - Boston, MA

January 2022 to January 2023

- Create cohesive color palettes that align with performance team narratives.
- Produce compelling presentation tools and detailed color line art for each product.
- Research and stay updated on color, design, performance, and athletic trends.
- Create retail-ready color solutions for New Balance using advanced design techniques.
- Manage color calendars, timelines, and deadlines to ensure timely completion of all products.

Senior Packaging Designer

Bang Energy - Weston, FL

June 2021 to January 2022

- Lead packaging design process from brainstorming to prototyping for various products.
- Evaluate consumer and market trends to inform packaging material choices.
- Collaborate with marketing and creative teams to create eye-catching designs.
- Present designs to company leadership using sketches and design software
- Incorporate feedback to redesign prototypes as needed based on client and consumer input.

Creative Director

Chillout LLC - Atlanta, GA

June 2018 to May 2021

- Establish creative vision for the racing brand across branding, digital, print, and packaging designs, while maintaining brand guidelines.
- Guide creative team in executing impactful marketing campaigns to enhance brand awareness and engagement.
- Uphold brand guidelines for consistency across marketing materials.
- Lead and mentor team of designers, copywriters, and creatives, providing guidance and conducting evaluations.
- Collaborate with external vendors and agencies, ensuring high-quality work within deadlines.

Senior Art Director

HauteHouse Brands - Atlanta, GA

February 2013 to May 2021

- Contribute to multiple hair care brands' establishment and growth through logo creation, website building, and packaging design.
- Design and produce packaging for several hair care brands, including primary, secondary, and promotional materials.
- Develop logos, branding, and websites for various hair care brands.
- Stay informed about current design trends and integrate them into the designs.
- Ensure brand consistency and adherence to brand standards across all projects and deliverables.
- Collaborate with production and manufacturing teams to seamlessly implement designs into production.

Art Director

Cortex International, LLC - Miami, FL

2012 to 2013

- Manage end-to-end design process, from initial exploration to final production file delivery.
- Conduct research and gather inspiration to drive design concepts.
- Develop sketches, mockups, and prototypes to present design ideas.
- Incorporate feedback from stakeholders and cross-functional teams to refine designs.
- Prepare and deliver accurate final production files to vendors.
- Collaborate with internal and external partners to meet project timelines and budgets.
- Efficiently handle multiple projects simultaneously, ensuring timely completion.

Senior Graphic Designer

Admark Solutions - Miami, FL

2008 to 2009

- Managed both print and web design, including website maintenance, as a graphic and web designer.
- Develop seasonal collateral materials such as mailers, brochures, and digital content.
- Design and refresh graphic promotions for retailer sites and social media platforms.
- Oversee projects from start to finish, encompassing layout design and web development.

EDUCATION

Associate in Arts (AA) in Visual Communication Design

Northampton Community College - Bethlehem, PA

2003 to 2005

Bachelor's degree in Fine Arts

Escuela de Artes Plasticas - San Juan, PR

1999 to 2003

SKILLS

- Illustration
- Digital design
- Layout design
- Adobe Illustrator
- Marketing
- Adobe Photoshop
- Adobe InDesign
- Packaging Design

Languages: • English - Fluent • Spanish - Fluent

CERTIFICATIONS AND LICENSES

Foot Locker presents DWS

New Balance x PENSOLE | Color & Material Design

August 2021 to November 2021

Footwear Color and Material Master Class. Creating the color and material palette for footwear products. This includes selecting and coordinating colors, textures, materials, and finishes that complement the overall design of the footwear.

Foot Locker presents Fueling the Future of Footwear

Asics x PENSOLE | Color & Material Design

September 2018

The Footwear Color and Material Master Class involves developing a cohesive color and material palette for footwear products. This entails carefully selecting and coordinating colors, textures, materials, and finishes that enhance and complement the overall design of the footwear.

CORE COMPETENCIES

Packaging Design

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Graphic Design

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Branding

Ai Ps Id