

TORI FELTON

GRAPHIC DESIGNER | CREATIVE DIRECTOR

OBJECTIVE

Experienced designer with 8+ years of expertise in Product Design, Brand Design, Packaging, and Creative Direction. Skilled in creating innovative designs, managing production timelines, and conducting photo shoots. Proven ability to lead the design and production of multiple brands for licensed properties. Proficient in Adobe Creative Suite, video editing, and photo editing.



WEBSITE

torifelton.com



PHONE

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ADDRESS

New York, NY 10016

EDUCATION

2010 - 2015

VISUAL COMMUNICATIONS

Austin Peay State University

2006 - 2008

STUDIO ART

Art Instructions School

SKILLS

- ▶ Adobe Photoshop CC
- ▶ Adobe Illustrator CC
- ▶ Adobe InDesign CC
- ▶ Adobe XD CC
- ▶ Adobe Premiere Pro & Rush CC
- ▶ Photography, Sketching, Painting, Illustration
- ▶ Screen Printing, Sewing, Knitting, Crochet, Pattern Drafting
- ▶ Typography, Hand-lettering

WORK HISTORY

Blankie Tails

New York, NY

CREATIVE DIRECTOR

03/2021 - Present

- Collaborated closely with the CEO to design and execute captivating marketing campaigns for licensed products, aligning with the brand's vision.
- Skillfully conducted concept pitches and crafted innovative cut-and-sew product designs, ensuring alignment with brand identity.
- Implemented efficient asset utilization strategies, significantly enhancing brand consistency across various platforms.
- Led the design and production efforts for multiple brands associated with major entertainment licensors for packaging and textile printing.
- Redesigned Amazon storefronts to strengthen brand identity, resulting in improved customer engagement.
- Managed licensing approvals and oversaw product development for globally recognized brands like Mattel, Hasbro, and Disney.
- Achieved remarkable growth, with a 20% increase in organic traffic and a 60% boost in revenue through innovative marketing campaigns and product concepts.
- Generated a 7% revenue increase by creating compelling catalogs, postcards, and brand presentations for B2B and B2C sales.
- Streamlined the asset database, cutting asset search time in half, thereby optimizing workflow efficiency.
- Contributed to business expansion by developing new licensed and original intellectual property (IP).
- Enhanced email marketing practices, driving a 10% increase in customer engagement while reducing marketing costs by 40%.
- Boosted Amazon store traffic by 23% through effective social media and advertising strategies.

The European Home, LLC

New York, NY

PACKAGING DESIGNER

05/2018 - 02/2021

- Analyzed market trends to design high-quality, cost-effective pet and children's home goods and toys for leading retailers from Tjmaxx to Nordstroms.
- Created compelling branding and packaging for multiple brands, ensuring consistency with brand identity.
- Managed licensing approvals and played a pivotal role in product development for various brands.
- Contributed to successful photo shoots and performed proficient photo editing to enhance product presentation.
- Made strategic costing and material selections to uphold product quality standards.
- Successfully executed over 30 retail packaging projects every six months, from concept to final







EXPERTISE

- ▶ Graphic Design
- ▶ Product Design
- ▶ Brand Design
- ▶ Creative Direction
- ▶ Packaging Design
- ▶ Photo Editing
- ▶ Typography
- ▶ Concept Development
- ▶ Printing and Production
- ▶ Project Management
- ▶ Toy Design
- ▶ Textile Printing
- ▶ Repeat Pattern Design
- ▶ Brand Management
- ▶ Creative Problem Solving
- ▶ Time Management

AREAS OF INTEREST

Costume Designer for Dance Play
 Made Wedding Dress
 Homemade costumes and cosplay

SOCIAL

-  lucydiamondskyy
-  therealtorifelton
-  torifelton
-  torifelton

WORK HISTORY

The European Home, LLC
PACKAGING DESIGNER

New York, NY
 05/2018 - 02/2021

- production artwork, meeting critical deadlines.
- Generated a 17% increase in customer conversion by designing and optimizing two websites.
- Collaborated in the layout setup and signage design for trade shows featuring pet and children's toys.
- Coordinated with sales and Creative Director to create elegant showrooms for buyers.
- Scan, clean, color-reduce and create vintage and modern patterns from high-fashion licensors' resources (Nicole Miller and Ben Sherman) such as swatches and techs to create repeats for new products including toys, packaging, and pet clothes.
- Interpret, adapt, and create artwork of all kinds, including floral, conversational, abstract, paisley, geo prints for toys, packaging and pet clothes.

Fairway Printing & Studios
ASSOCIATE GRAPHIC DESIGNER

New York, NY
 09/2017 - 01/2018

- Collaborated closely with senior designers to create visually striking assets for both print and digital media.
- Contributed to the development of marketing materials, brochures, and promotional campaigns.
- Gained hands-on experience in using design software, including Adobe Creative Suite.
- Participated actively in concept development and brainstorming sessions, supporting client projects.
- Ensured the preparation and organization of design files for production, adhering to industry standards.
- Conducted market research to stay informed about design trends and competitor analysis.

Big Frog Custom T-Shirts
GRAPHIC DESIGNER

Nashville, TN
 02/2016 - 08/2017

- Designed custom graphics and logos for a variety of apparel products. Partnered with clients to understand their specific design requirements and unique preferences.
- Worked closely with the outside design teams to optimize their print files.
- Operated Direct-to-Garment printers to produce high-quality printed materials.
- Managed team and store operation of new location.
- Assisted in the printing process, ensuring accurate color reproduction and optimal image quality.
- Managed inventory of printing supplies and ensured timely reordering. Provided support in other printing-related tasks to meet all of the production deadlines.
- Maintained a clean and organized workspace to uphold printing efficiency.
- Utilized Adobe Creative Suite to create and edit vector and raster graphics. Ensured quality control by reviewing design proofs before production.
- Maintained an organized archive of design files for efficient workflow. Assisted in managing customer orders and providing design consultations.

REFERENCES

HATTIE ELLIOT

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 Blankie Tails
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LAUREN AHERN

Creative Director
 The European Home, LLC
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BETH MCGRATH

Owner & Operator
 Dirt & Dog Hair
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