



Oscar Manjarrez

Graphic Designer

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Professional Experience

TRIDENT SEAFOODS, Seattle, Washington

Graphic Designer, 2023-2024

- Designed packaging for Costco and various retailers; utilized different printing processes with vendors in the United States and overseas.
- Converted outdated packaging to comply with company rebranding standards and strategies.
- Led design team that collaborated with Seattle Kraken professional hockey team, Seattle Hop Valley IPA, and Trident to co-brand a fish entry.
- Conversant in food packing regulations, including nutritional and environmental content statements.
- Collaborated with other designers in creating various marketing materials including packaging designs, posters, point of sale materials, and logos.
- Managed multiple projects and timelines, from design conception to file production, including assisting with press checks and photo shoots.

MSRF INC, Schiller Park, Illinois

Graphic Designer, 2017-2023

- Established in key role on team, designing artwork and constructing packaging for food gift items sold in major retail chains.
- Oversaw pattern design, logo design, proper management and use of brand assets, file management and organization, packaging dieline creation, and sample building. Established packaging standards for product design.
- Consolidated packaging design, reducing unit cost by an estimated 10%.
- Revised packaging guidelines, reducing footprint and increasing shipping efficiency. Increased shipping by 180 units / pallet.
- Participated in co-branding with Starbucks by combining products in a holiday offering.

BLUE SHELL DESIGN, Chicago, Illinois

Owner - Freelance Designer, 2013-2017

- EASTERSEALS: Updated various company logos with new Pantone color branding and saved different formats for future use.
- WELLBEING BUDDY: Created website template, browser icons, and UI design.

8LOOOCKY, Chicago, Illinois

Graphic Designer, 2015-2016

- Collaborated with clients to develop and produce brand-appropriate solutions.
- Developed business cards, T-shirts, vinyl signs / decals, and websites.

Skills

Adobe Illustrator	<div style="width: 100%;"></div>	Packaging Design	<div style="width: 100%;"></div>
Adobe Photoshop	<div style="width: 100%;"></div>	Sample Making	<div style="width: 100%;"></div>
Adobe InDesign	<div style="width: 80%;"></div>	Typography	<div style="width: 80%;"></div>
Adobe DreamWeaver	<div style="width: 60%;"></div>	Photography	<div style="width: 60%;"></div>

Languages

English	<div style="width: 100%;"></div>	Spanish	<div style="width: 100%;"></div>
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Education

THE ILLINOIS INSTITUTE OF ART, Chicago, Illinois | **BFA, Graphic Design**