



Jaclyn Petrik

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Experience

Ace Hardware Corporation

Lead Packaging Production Designer

June 2021 – Present

Lead visual strategies & conceptual design for all domestic & international product lines across 13+ private brands, direct designers to establish/maintain brand standards or style guidelines, concept & strategize for retail POP/signage to reinforce brand awareness, execute print production file setup, develop/manage timelines & deliverables, develop process & training docs, lead market research, create digital mockups, lead cross-functional presentations, core company values award nominee

DesignPac Gifts, LLC (1800Flowers)

Graphic Designer and Production Artist

May 2017 – June 2021

Design packaging, product, signage & display (various content, finishes, substrates) & prep for print production, manage proofing process, create dielines, trend analysis, style-guide driven art, image re-touching, FDA & regulatory compliance, photography, troubleshooting, lead fun committee

Jaci Design Studio

Freelance Graphic Designer & Artist

2015 – Present

Design and develop packaging & labels, websites & digital media, brand systems, paintings

The Popcorn Factory (1800Flowers)

Product Developer/Product Development Specialist

July 2014 – September 2015

Created top-selling products for \$3-million client, created new customer acquisition program, 3-12% increased category sales YOY, responsible for product development for seasonal, specialty & year round products from concept to go-live, product design/art direction, master of gross margin, market data & trend analysis, strategic implementation of assortment plans, copy writing

Merchandising Coordinator

October 2012 – July 2014

Lead merchandising of weekly product offers, new process & SOP creation, lead product review sessions, master of BOM/product costing process, web & fulfillment system setup, implement web features/collections/rankings, manager training, photoshoot support & food/prop styling, accurate entry of BOMs exceeding timelines, enterprise-wide SKU and cost maintenance & product specs

Quality Assurance & Labeling Compliance Assistant

May – August 2009

Accurate entry of Genesis food labels, managed label server re-organization and formula updates

Fannie May Confections Brands, Inc.

Assistant to Director of Retail & Retail Store Operations

2004 – 2012

Project support to senior managers, coordination of operations, merchandising information & signage/tools, new store merchandising & staff training, trade show & special event coordination

Education

Elmhurst University

Elmhurst, IL.

Bachelor of Fine Arts, Graphic Design

4.0 GPA, Dean's List

Scholarship recipient

Alpha Sigma Lambda Honor Society

Artwork featured in several invitational, juried exhibitions & art publications

Designer of award-winning publication, The Middle Western Voice

Art Club treasurer

College of Dupage

Glen Ellyn, IL.

Associate in Arts, 2010

Dean's List

Qualifications



Illustrator



Photoshop



Acrobat



InDesign



Project Management



Print Design & Prepress



Microsoft Office



Typography & Copy Writing



Branding & Style Guides



Photography & Retouching