

Vanessa Mack

Graphic Designer & Illustrator

nessalana.m@gmail.com

www.nessalana.com

SKILLS

Photoshop
Illustrator
Indesign
Premiere Pro
After Effects
Esko Studio
Autodesk Maya
Pixologic Zbrush
Microsoft Office
Microsoft Teams
Google Suite
Zoom
Unity 3D
Slack

INTERESTS

Working with illustrators
3D sculpting
Unique packaging
Sketching and ideation

EDUCATION

UMASS Dartmouth

Dartmouth, MA.
Dual BFA, Illustration and
Digital Media

VOLUNTEER WORK

BostonFIG, Volunteer

Boston, MA. 2019
Gave attendees information
about the event, and sold
event merchandise

WORK EXPERIENCE

Hasbro Gaming, Graphic Designer

Pawtucket, RI. September 2021—Present

- Focused on the Kids segment, while supporting Preschool & Family segments
- Worked on iconic brands such as Guess Who, Perfection, Bop it
- Participated in playtests and brainstorms for new game concepts
- Directed illustrators, vendors, and contractors for different projects
- Managed relationships with licensors such as Lucasfilm and Viacom
- Created artwork for packaging, instructions, components, and brand guides

Spinmaster, Contract Graphic Designer

Los Angeles, CA. June 2021—September 2021

- Assisted with branding on Paw Patrol and Gabby's Dollhouse
- Worked with the licensor to refresh packaging for new segment
- Created style guides for packaging assets
- Laid out artwork for LA Toy Fair mockups
- Contributed to brainstorms, researched trends and made moodboards for new brand segments

Hasbro, Contract Graphic Designer

Pawtucket, RI. March 2020—March 2021

- Participated in brainstorms for brand exploration (MLP, LPS, new brand)
- Laid out packaging artwork to match the MLP line look for 2021
- Presented final package renders for larger team meetings
- Collaborated with other departments such as product, marketing, & engineering
- Sketched & created new assets as needed in Illustrator & Photoshop
- Art directed product photoshoots and illustrators for packaging assets
- Kept files clean and organized, to turn over to print production specialists

Aqua Leisure Industries, Contract Production Designer

Avon, MA. August 2019—March 2020

- Helped brainstorm for 2021 Swimschool product line
- Created vector artwork and production templates to send to overseas vendors and manufacturers
- Sketched concepts for new graphics and implemented feedback quickly
- Made flat technical drawings to help direct CAD modelers
- Retouched product photography for Ecomm platforms, such as Amazon, Walmart.com, Costco
- Assisted with internal catalog layout for 2021 product lines

Lovepop, Design Intern

Boston, MA. December 2017—May 2018

- Updated vector assets used in the Wedding user experience
- Proofed wedding invitation suites before production
- Assisted with sketching and thumbnails for future designs