

# Maggie Cockerell

## ART DIRECTION | GRAPHIC DESIGN

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Portfolio: [www.maggiemagiecockerell.com](http://www.maggiemagiecockerell.com)

### SKILLS

Adobe Photoshop, Illustrator, InDesign, Lightroom, Keynote & Acrobat / Sketch / Figma / SketchUp / WordPress / Wix / AEM / Widen / Asana / Trello / Assembla / Google Suite / Microsoft Word, Excel, PowerPoint, SharePoint & Teams  
Photography, Illustration, Copywriting & Editing

### EXPERIENCE

**Henkel, Culver City** - Senior Graphic Designer, PRAVANA

AUG 2019 - FEB 2024

Lead brand and product art direction for professional hair color and care brand. Develop campaign launch decks and guidelines. Direct model and product photoshoots for new product launches. Collaborate with cross-functional teams. Direct team of designers, freelancers, and agencies. Conduct art communication with other local and international teams/departments. Execute print vendor projects and communications.

- Branding– Review design execution by international teams to ensure brand consistency
- Collateral– Design brand and education pieces including 44-page brand brochure
- Packaging– Design new product packaging: direct-print and labels
- Merchandising–Store displays for SalonCentric, CosmoProf and ULTA
- Digital– Web and social assets, banners, CRM
- Photo retouching– Direction, feedback and execution – model & product

**Murad, El Segundo** - Graphic Designer

OCT 2016 - MAY 2019

Execute brand redesign across entire product line of bottles, tubes, unit cartons, sleeves, samples and foils. Design disruptive packaging that complements brand look. Mentor junior designers.

- Branding– Design convertible assets shared through Widen for international teams
- Collateral– Art direction and design of quarterly 24-page brand catalog
- Packaging– New product packaging: direct-print and labels
- Merchandising–Render planograms, retail displays and product soldier images. Design disruptive retail marketing pieces (shelf talkers, glorifiers) in Sephora, ULTA, Beauty Brands, and Macy's
- Digital– Web and social assets, banners, CRM
- Photography– Shoot and retouch for email and social media
- Print management– Print proofing and press checks for primary and secondary product components and marketing collateral

**Freelance, Santa Clarita** - Art Director/Senior Graphic Designer

JAN 2020 - PRESENT

Complete design solutions for Southern California clients in beauty, skincare, health and wellness, food manufacturing and services, travel, education, and entertainment industries. Past clients include Princess Cruises, Disney Publicity, HealthNet

- Packaging and label design and print management services for offset, flexography, and screen printing
- Branding and identity, business cards/stationery, invitations, brochures, newsletters
- Advertising and marketing, product naming, copywriting
- Retail merchandising and POP
- CRM, web and banner design, web asset updates
- Fabric design / pattern repeats
- Printed prop design, title treatments, posters, one sheets

**Creative Circle, Chatsworth** - Freelance Senior Graphic Designer, Aware Branding

AUG 2015 - OCT 2016

Packaging updates across multiple brand lines for private label hair care manufacturer.

### EDUCATION

**University of Maryland, College Park, MD** - Bachelor of Art

Major: Advertising Design ; Minor (equivalent): Journalism; Coursework includes independent study in Magazine Production