AUTUMN HEIL CARR

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Multidisciplinary Graphic Designer with 8+ years of experience specializing in packaging production, print, and digital design that incorporates custom illustration and typography. Recognized for the ability to translate complex ideas into commercially successful, print-accurate products without losing the human whimsy or details.

KEY ACHIEVEMENTS

GRAND PRIZE WINNER | FEASTABLES SNACK BAR PACKAGING CONTEST (JAN 2023)

- Selected as the $10,000 winner from thousands of global applicants by industry leaders and Mr Beast.
- Developed a complete visual identity for two new flavor profiles, integrating custom illustrations and futuristic themes while adhering to strict brand mascot and color guidelines.
- Delivered production-ready final artwork, ensuring all elements were optimized for large-scale commercial printing.

EXPERIENCE

SENIOR GRAPHIC DESIGNER | V SYNDICATE / HED TECHNOLOGIES LLC (JUL 2022 – OCT 2026)

- **Production Leadership:** Directed end-to-end design and production for complex packaging lines, managing the entire lifecycle from initial concept to final factory hand-off.
- **Vendor Management:** Coordinated directly with domestic and international manufacturers to ensure 100% print accuracy, color matching, and structural integrity of custom packaging.
- **DAM Architecture:** Architected a centralized Digital Asset Management (DAM) system, increasing team retrieval efficiency and ensuring version control across global time zones.
- **AI Integration:** Pioneered the use of advanced AI prompting (ChatGPT, Gemini) to accelerate conceptualization, market research, and rapid prototyping.
- **Brand Stewardship:** Enforced strict brand consistency across B2B product catalogs, retail inventory UPCs, and high-impact marketing collateral.

FREELANCE GRAPHIC DESIGNER & ILLUSTRATOR | APHCDESIGN.COM (SEP 2014 – CURRENT)

- **Client Partnership:** Provide strategic design and illustration services for a diverse portfolio, including Space Camp Wellness, MedMen, and Momona Skin.
- **Full-Cycle Design:** Execute comprehensive brand identities, including custom apparel, digital covers, and high-end business collateral.
- **Technical Execution:** Specialized in creating print-ready assets with a focus on technical precision (safety lines, bleeds, and font outlining).

GRAPHIC DESIGNER | EAZE (APR 2022 – JUN 2022)

- **Environmental Design:** Developed large-scale marketing visuals for physical retail environments, including city billboards and structural store signage.
- **Multi-Channel Content:** Produced high-conversion digital ads and high-quality lightbox photography for retail displays.

GRAPHIC DESIGNER | V SYNDICATE (OCT 2020 – MAR 2022)

- **Packaging Development:** Designed custom product wraps and packaging layouts, utilizing both client-provided and custom-engineered dielines.
- **Retail Strategy:** Built comprehensive catalog layouts and custom SKU/barcode systems to streamline inventory management.

GRAPHIC DESIGNER | ICOVY MARKETING (MAR 2018 – JAN 2020)

- **Rapid Growth:** Promoted from Design Intern to Lead Designer based on exceptional execution and strategic contributions.
- **Medical Sector Design:** Delivered high-precision environmental, print, and digital assets tailored to the medical device industry.

TECHNICAL SKILLS

- **Core Design:** Packaging Design, Dieline Creation, Production Art, Brand Identity, Iconography, Typography.
- **Illustration:** Digital Illustration, Custom Character Design, Apparel Design, Storyboarding.
- **Technical Production:** SKU/Barcode Systems, Color Management, Print-Ready Exporting, Factory Hand-offs.
- **Software:** Adobe Creative Suite (Photoshop, Illustrator, InDesign), Figma, Canva, Wix, Shopify.
- **Workflow Tools:** ChatGPT, Gemini, ClickUp, Slack, Google Suite, Microsoft Suite.

EDUCATION

NORTHERN ARIZONA UNIVERSITY | (AUG 2016 – MAY 2020)

BFA in Visual Communications | Emphasis in Graphic Design | Minor in Studio Art