

## WORK EXPERIENCE

### **Smashbox Cosmetics (Estee Lauder Companies)**

Senior Designer - Creative

2/10 - Current

- Packaging design of kits for major retailers like Sephora, Ulta, Nordstroms, Macys, QVC, etc.
- Designing billboards, magazine ads, POP, header cards, in-store promo cards, & product catalogs
- Design & layout of unit cartons for core products
- Concepting & designing corporate and branding collateral

### **Barbie Branding (Mattel)**

Graphic Designer - Creative

9/09 - 1/10

- Working with the International Brand Manager on art direction & approvals for licensee submissions of in-store merchandising
- Pitching & designing print campaigns for seasonal Barbie collections
- Designing graphic elements such as repeat patterns, wallpaper, typography, & mood boards for Barbie projects and International Barbie stores

### **Stila Cosmetics**

Graphic Designer - Creative

9/08 - 9/09

- Working with the Creative Director on print campaigns & adverts
- Packaging designs for core products & seasonal collections
- Logos, branding, collateral, and illustrations

### **Satine Boutique (Satine, LLC)**

Art Director - Creative

6/05 - 9/09

- Designing marketing collateral such as invites, postcards, weekly web mailers, & branding for boutique and online store
- Creating & updating online web banners & headers

## PROFESSIONAL SKILLS

- Photoshop CS4 (8 years)
- Illustrator CS4 (6 years)
- Indesign (5 years)
- Final Cut Pro (4 years)
- After Effects (3 years)
- Illustrations & Pencil (4 years)

## EDUCATIONS

### **California Institute of the Arts (Cal Arts)**

9/02 - 6/04

- School of Film/Video (MFA)

### **University of California, Irvine (UCI)**

9/97 - 6/01

- Studio Arts (BFA)

# Ellen Nguyen

WWW.AFTERWORDSDESIGN.COM

PRINT PACKAGING BRANDING

323. 348. 8022

## CLIENT LIST

Altru Apparel  
At Play Studios  
Arshia Haq (Documentary Filmmaker)  
Art Impressions Licensing  
Clothing For Modern Times  
Quinevere LLC  
Jane Cosmetics  
Kitson  
Mattel  
Mighty Fine Inc  
Modern Lovers Clothing  
COLOR by Newport News Cosmetics  
Opportunities For Learning  
Pappas & Dancers  
Pathways In Education  
Public Library Label  
Satine Boutique  
Satine Boutique Japan  
Speigel / Signature Beauty  
Smashbox Cosmetics  
Spotrunner Agency  
Stila Cosmetics