

Jules Robinson

OF ALL TRADES

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experience

Skincare Designer x OLAY Skincare, Procter & Gamble

August 2022 - Present

Creating impactful and visually compelling packaging designs that embody the brand's identity, resonate with the target market, and stay ahead of category design trends. Key responsibilities include trend forecasting, conceptualizing and executing innovative packaging solutions, collaborating closely with cross-functional teams to ensure brand consistency, and managing projects from ideation to production. Expert proficiency in essential design software, knowledge of packaging materials and printing processes to deliver packaging designs that enhance product appeal, communicate brand values and align with the evolving market landscape.

Senior Graphic Designer x OLAY Skincare, Kaleidoscope Innovation

September 2020 - August 2022

Creator of visually captivating packaging designs to accurately represent the brand's image. Key responsibilities included developing and implementing innovative graphic solutions, collaborating closely with cross-functional teams to ensure consistent brand messaging, and adhering to project timelines. Expertise in print production, typography, and layout design to effectively communicated the brand's core messages.

Communications Manager x Target Optical

July 2019 - September 2020

Management of internal communications and creative communications for Target Optical. Management of internal guidelines and art direction of graphic design, editing and videography. Run-the-business responsibilities for the operations department and heavily focusing on the engagement and recognition of Target Optical associates through internal communications and custom created internal social media platforms. The conduit of collaboration between strategy, marketing, and finance team for communications and operations purposes.

Senior Graphic Designer x Luxottica Group

February 2014 - July 2019

Brand management, creative communications, project management and design leadership for print, digital, web, multimedia and special events for Luxottica's Retail Licensed Brands (Target Optical and Sears Optical). Collaboration with diverse partners and leaders of the business to deliver high quality, brand-right graphic design and direction for all communications both internally as well as to the store partners and shoppers.

Graphic Designer x Interbrand

June 2013 - February 2014

Branding and brand management. Packaging design and creating and managing brands as valuable business assets for the world's largest brand consultancy. Clients included P&G, Dole, Green Mountain Coffee and Wrigley.

education

BFA Graphic Design x Miami University

recognition

2023 WWD Beauty INC Power Brands
Native Skincare
Olay

2019 Luxottica Annual Characteristics Awards
Imaginative

2016 MarCom Gold Award
Luxottica Global RxOperations Key Strategy Launch

2015 MarCom Gold Award
Target Optical Internal Communications Suite

2015 American Packaging Design Award Winner
Keurig 2.0
Puffs Softpack

skills

Illustrator



Photoshop



InDesign



Premiere Pro



Lightroom



Figma + UI/UX



Microsoft Suite



Keynote



Mood Boarding

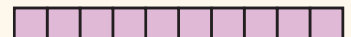


expertise

Branding & Identity



Retail Store Design



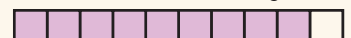
Packaging Design & Production



Creative & Project Leadership



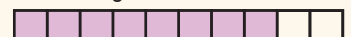
Communications & Planning



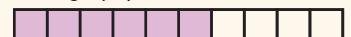
Color & Layout



Event Design & Production



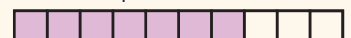
Photography



Trend Forecasting



Film & Composition



eComm & Social

