



CHELSEA VAN BEEK

972.214.8721
chelsea@cvbeek.com
cvbeek.com
Sarasota, FL

ABOUT ME

I'm a Senior Packaging Designer with 10+ years of experience in consumer packaged goods, specializing in retail-ready, and e-commerce packaging. I've played a key role in launching hundreds of new products, executing thousands of packaging refreshes and compliance updates, and helping in the strategic expansion of existing product lines.

SKILLS

TECHNICAL

Adobe Creative Suite
International Compliance
Print Production
Packaging Design
POS/Merch Design
Out-of-Home Media

FUNCTIONAL

Concept Planning
Organization
Communication
Time Management

LEADERSHIP

Delegation of Tasks
Implementing Decisions
Ability to Collaborate
Vendor Relations

PERSONAL

Adaptable
Conscientious
Intuitive
Punctual

WORK EXPERIENCE

SENIOR PACKAGING DESIGNER

March 2021 - Present • Thrasio (Remote)

- Responsible for new and existing packaging for over 200 Amazon brands including new product launches, rebrands, compliance changes, and international expansion.
- Successfully launched existing e-commerce brands into retail stores.
- Thoughtfully created packaging for hundreds of new product launches.
- Engaged with legal and compliance departments to ensure packaging was up-to-date with international laws and Amazon's Seller Code of Conduct across US, Canada, UK, and Europe.
- Executed design and production of all packaging elements from cartons, poly bags, and labels to instruction manuals, compliance stickers, and product safety warnings.
- Partnered with a third-party translation company to generate copy for multilingual packaging to be sold worldwide.
- Managed timelines for myself and a mid-level contractor to ensure bandwidth distribution and on-time delivery of projects.

ART DIRECTOR

June 2018 - March 2021 • We Are Alexander (Plano, TX)

- Developed promotional packaging, point-of-sale and retail merchandise for Keurig Dr Pepper on a national level.
- Executed promotional packaging 20+ brands including Dr Pepper, Snapple, Canada Dry, A&W, 7UP, Mott's, Clamato, and more.
- Collaborated with offices in St Louis and New York City on the Anheuser-Busch account to develop POS/Merch for Bud Light.
- Partnered with outside brands like Sony, StubHub, MLB, and the NFL to create promotional displays in-store and for movie theaters.
- Concepted and designed the first Mott's - Keurig K-Cup product after Keurig acquired Dr Pepper Snapple Group.

ART DIRECTOR

May 2016 - June 2018 • Studio BC/C (Sarasota, FL)

- Conceptualized and designed print collateral and out-of-home media such as window and wall graphics, signage, and displays.
- Responsible for all aspects of small and large format digital, offset, and screen printing with the accountability of quality and timeliness for all print production.
- Managed project specifications, billing, and estimates across all accounts and maintained vendor relations.

EDUCATION

RINGLING COLLEGE OF ART AND DESIGN

August 2013 - May 2017 (Sarasota, FL)
BFA in Advertising Design with Honors - GPA 3.59

SCHOOLCRAFT COLLEGE

August 2011 - December 2012 (Livonia, MI)
General Education in Graphic Design - GPA 3.96

AWARDS

RCADLA PAST PRESIDENT'S SCHOLARSHIP

August 2014 - May 2017 • Sarasota, FL

RCAD PRESIDENTIAL SCHOLARSHIP

August 2013 - May 2017 • Sarasota, FL