

SAM MACINTYRE

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I'm a skilled **graphic designer** who loves working with **brands** to design stand out **packaging**. An inquisitive problem solver, my experience covers all stages of the design process from **concept development to final print**, as well as providing **art direction** and overall **project and stakeholder management**. I successfully drive projects, producing **high quality, creative designs** with some of the biggest names in **food, drinks** and **retail** around the world.

GET IN TOUCH

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PORTFOLIO

sammacintyre.com

EXPERIENCE

Packaging Graphic Designer

Target Australia, Retail, [target.com.au](https://www.target.com.au)

Jan. 2020 - Mar. 2021

Melbourne, Australia

Worked with teams across the business developing apparel and beauty packaging.

- Successfully managed the roll out of Target's own brand beauty packaging redesign. Built out the style guide and artwork templates across various pack formats. Provided art direction and management of internal stakeholder approvals for upwards of 200 different products across 6 local suppliers.
- Simplified Target's main range sew-in labels, resulting in consistency in size and colour across all apparel departments. This reduced label job numbers in the system by 90% allowing for more efficient allocation to products and cost savings when forecasting.
- Refreshed "MAXX" brand packaging in children's underwear, and extended packaging artwork into socks contributing to a 75% uplift in department sales vs last year.

Freelance Graphic Designer

Various Clients - Examples below

Mar. 2019 - Jan. 2020

Melbourne, Australia

- APR Creative - Creative Agency, aprcreative.com.au
Regular freelance support across everything from packaging concept development, print layout design, creation of digital assets and motion graphics.
- The Animals - Creative Ad Agency, theanimals.com.au
Creation and roll-out of key visuals across print and digital.
- Moose Toys - Toy Industry, moosetoys.com/au
Assisted packaging concept development for Treasure X Fire vs Ice and Treasure X Aliens.

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EXPERIENCE

Graphic Designer

Mar. 2016 - Dec. 2018

Lightbody Ventures, Food Industry, lightbodyventures.com

Glasgow, UK

Designed packaging and sales support material for licensed food products across various high profile brands.

- Was brand guardian for all packaging and sales support material for the \$15m Hershey Company licensed bakery product range in the USA. Designed all artwork and managed approvals with Hershey to ensure everything adhered to their strict brand guidelines.
- Designed packaging for Disney Kitchen toddler snacking range, contributing to attainment of the Mumsnet Rated license (a first for the toddler snacking category) and The Grocer New Product Award for “Apple Fruity Bakes”.
- Introduced artwork sign off procedure to ensure output was 100% accurate and had always been sighted by the appropriate parties before going to print.

Packaging Technologist

Sep. 2015 - Mar. 2016

Beam Suntory UK Ltd, Whisky Industry, beamsuntory.com

Glasgow, UK

Assisted the development of packaging components for Scotch Whisky brands.

- Identified inconsistencies in typesetting across Laphroaig Lore packaging. Organised meetings between the separate agencies working on the packaging to ensure text was consistent across all variants.
- Organised bottling line trial for Laphroaig Lore, the outcome of which allowed critical decisions to be made on the pack format and the project to be delivered on time.
- Coordinated early supplier meetings and built out packaging development critical paths, assisting in the successful delivery of the high value Black Bowmore 50 Year Old whisky - worth £16,000 per bottle.

Product Designer

Oct. 2014 - Jul. 2015

Worlds Apart (now Moose Toys UK), Children's Products

Newquay, UK

Designed artwork using licensed style guides for various children's products including pop-up tents and ReadyBed® blow up beds. Licenses worked with included Disney Frozen, Despicable Me & Paw Patrol.

EDUCATION

MEng (Hons) Product Design Engineering, 2:1

University of Glasgow / The Glasgow School of Art