

HELYNN.

GRAPHIC DESIGNER

407-879-2030
HELYNNHALLOCK.COM
HELYNNHALLOCK@GMAIL.COM
PORTFOLIO PASSWORD: Password2019

RETAIL CREATIVE GRAPHIC DESIGNER

DISNEY PARKS & RESORTS

MAY 2018-PRESENT

- Worked from concept to completion on the 50th Anniversary Vault Collection store experiences at Co-Op, Main Street Cinema, 5 & 10 at Hollywood Studios, and the Boutiki Window at the Polynesian Resort. Worked alongside vendors, and the Visual Merchandising to plan, create, design, produce and install all graphics. Managed all vendor communications, project budgets, and project progress.
- Collaborates with the Visual Merchandising team to plan, create, design, produce and install graphics for all new film, holiday or program specific initiatives in all 400+ stores nationwide
- Supported film initiatives from concept to completion such as Captain Marvel, Spiderman Far From Home, Toy Story 4, Onward, Lion King Live Action, Mulan Live Action, Dumbo Live Action, and Star Wars Episode 9. Support included designing window display, in-store signage,

LEAD DESIGNER

DIXON TICONDEROGA COMPANY

AUGUST 2016 - MAY 2018

- Created and managed the rebranding of the Bob Ross line of Art Supplies for global distribution. Created a new tagline, new brand logo, and the overall branding and packaging for the paint tubes, brushes, box sets, and in-store signage in order to launch the new branding. Sourced out new materials that cut cost by ~33%, the new branding increased international revenue by 220% in 3 months
- Daily tasks included utilizing the brand standards of our in-house brands of Ticonderoga, Prang, and Dixon to create ads, flyers, billboard, packaging, and in-store visual merchandising

ASSOCIATE BRANDING & PACKAGING DESIGNER

SPORTS AUTHORITY

JULY 2015 - JUNE 2016

- Managed relations with local and international vendors to review and approve the upcoming seasons' packaging, hang tags, joker tags, stickers, and other apparel trim materials, assuring all items aligned with brand standards
- Created and managed the rebranding of the private label, S.A. brand. The refresh included a new logo, new hangtags, internal presentations, and in-store visuals

GRAPHIC DESIGN INTERN

GALLAGHER DESIGNS

OCTOBER 2014 - MAY 2015

- Created, managed and collaborated with the Nike International Sales Team in order to complete a 600+ slide Power Point Presentation in just 5 days
- Created, managed and produced one-of-a-kind gifts, trophies, and shoes for multiple departments at the Nike World Headquarters

DESIGN SKILLS:

Packaging Design
Branding
Layout
Retail Design
PrePress Production

SOFTWARE SKILLS:

Illustrator
Photoshop
After Effects
InDesign
Microsoft Office
Sketchup

EDUCATION:

Full Sail University
*Bachelor of Science
Digital Arts & Design*
June 2014
3.54 GPA

REALLY RELATABLE:

I LOVE packaging,
It's what I'm most
passionate about.
I'm the girl who
spends three hours
in the grocery store,
purely to look at
all the boxes and
packaging.