

Marlene Reyes

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Creative and detail-oriented graphic designer specializing in branding and packaging design. Seeking opportunities to contribute to creative teams, grow professionally in the design industry and discover innovative solutions to design challenges.

Work Experience

Jones Road Beauty, Remote06/2025–PRESENT

Freelance Packaging Production Designer

- Collaborated with Product Development team in executing packaging concepts and ensure brand consistency across materials.
- Created production-ready files for print and manufacturing from approved creative briefs.
- Rebuilt and updated outdated packaging files to meet current production standards and brand guidelines.
- Organized and maintained digital assets, ensuring efficient workflow and consistency across projects.

Freelance Graphic Designer04/2024–PRESENT

- Designed unique logos for entrepreneurial businesses within the beauty and fashion market and created comprehensive brand guidelines based on in-depth market research.
- Crafted distinctive product designs, utilized brand identities to create merchandise and maintain a consistent social media presence.
- Produced and packaged necessary files for clients to uphold their visual identities and created packaging dielines.

DonnaMax, Brooklyn, NY09/2025–12/2025

Junior Packaging Designer

- Designed packaging from concept to final execution, keeping it creative and on-brand while conducting market research and competitor analysis to develop concept boards and guide design direction for beauty/personal care products.
- Maintained an organized file system for access to design assets and project materials.
- Worked efficiently in fast-paced, high-volume environments.
- Created and adjusted die-lines for production-ready packaging.
- Collaborated with overseas vendors to review technical specifications, adjust dielines, and resolve pre-production issues, ensuring smooth manufacturing and on-time delivery.

Suite9c, Manhattan, NY01/2024–05/2024

Design Intern

- Designed multiple shelf tags and updated carton tray dielines for new vendors to optimize packaging for production.
- Contributed to the creation of off-pack designs for promotional events, ensuring brand consistency and elevating the brand's presence
- Collaborated with design teams in brainstorming sessions and used Adobe Creative Suite to create high-quality visuals that aligned with brand guidelines.

Skills

- Photoshop
 - Illustrator
 - InDesign
 - Figma
 - Microsoft Office
 - Innovative
 - Creative Thinking
 - Dependable
 - Detail-oriented

Education

Fashion Institute of Technology
New York, NY

BFA in Packaging Design05/2024

AAS in Communication Design05/2022

AAS in Illustration05/2021