

Gracie Cannaan

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PROFILE

Industrial /graphic designer and illustrator with versatile skillset and 5 years experience in retail. Offering a fresh, fun aesthetic; seeking dynamic position in branding.

EDUCATION

BFA Industrial Design / Rhode Island School of Design / 2009- 2013

SKILLS

Product Design + Development / Experienced in taking a product or collection from concept to tech drawing, and working closely with vendors, marketing, and merchant teams to produce seasonal home product collections.

Illustration + Surface Design / Highly capable of creating original artwork or working with licensed [existing] artwork to create salable product for soft or hard home goods.

Branding and Concept / Skilled in working with a client to achieve thorough company or product branding (concept packet, branding collateral, voice and tone, website, social media) to reach their target demographic and efficiently communicate their mission.



EXPERIENCE

Macy's / New York, NY / August 2016 - Present

Associate Designer - Tabletop + Decor

Design tabletop product for Macy's (MMG) Private Brands (Charter Club, The Cellar, Lucky Home). Duties include developing trend, designing new shapes, creating original artwork/illustrations, and collaborating in a cross functional capacity with the product development and buying teams. Includes travel to trade shows (ICFF, Chicago IHHS).

PTS America (222 Fifth) / New York, NY / August 2015 - August 2016

Surface Designer (Tabletop)

Designed and managed tabletop, storage and decor for wholesale company PTS America. Included developing shapes and artwork, and collaborating closely with artists and buyers to create quality products for leading home brands, including Target, Home Goods, and Pier One. Included travel to trade shows (ICFF, Ambiente, Chicago IHHS).

Bump Boxes / Peoria, IL (remote) / December 2013 - June 2015

Freelance Brand Designer

Worked remotely with founders of Bump Boxes to develop logo and branding, packaging, digital marketing materials and special promotional items. www.bumpboxes.com

Anthropologie / Philadelphia PA / June 2013 - August 2015

Assistant Designer - Tabletop, Decor, and Gift

Worked with the Anthropologie Home Design line of hard goods, which included tabletop and decor. Required a thorough knowledge of hand sketching and CAD development, manufacturing techniques for various materials, and brand understanding in order to carry seasonal collections from concepts to salable product.

References available upon request.