



Melanie Marrello Blauvelt, NY Profile

Melanie has extensive background in cpg, art direction, production, marketing, product design and photography. She began her career in Rhode Island at Accu-graphics designing packaging for Hasbro toy company. Melanie moved to NYC to design packaging for a major manufacturer of baby goods. She now works for a leading toy company as Art Director.



Portfolio Link

melbconca.wixsite.com/melbdesigns



Computer Skills:

Mac Based,
Illustrator, Photoshop
Microsoft Office, Monday,
Trello



Education:

Bachelor of Arts,
major in graphic/
packaging design
Rhode Island College,
May 2001



Contact

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References available upon request

Zrike Brands /Art Director

12/2025-4/15/2025

- Designed all in-house packaging for seasonal, everyday, and private label products.
- Managed a team of 7 designers, assigning projects and providing feedback.
- Collaborated with licensor's to obtain approvals in a timely manner.
- Direct in house photography on all lifestyle images and still for packaging.
- Work directly with china team on all production type changes.

Creative Kids /Art Director

Chestnut Ridge, NY (4 Years)

- Created award winning brand Sense & Grow™
- Review all artwork and make final comments/approvals
- Advanced knowledge of product/packaging and production design
- Manage 4 in-house designers and 8 designers in China
- Work directly with China team daily on all production artwork changes
- Work directly with the project manager to ensure work flow and timelines are met
- Create hand mock ups when needed
- Design and set up style guides for the design team to follow
- Refresh existing brand packaging to boost sales
- Work directly with the licensing manager to get all approved for production
- Advanced knowledge of pdq, endcap and large display artwork
- Update ppt look and images for meetings to help get orders
- Create all graphics for trade show (signage, banners, full graphic wraps)
- Some of our Licenses: Hasbro, Nickelodeon, Cocomelon, Miracle Gro, Bluey, Little Tikes, Adopt Me and more!

A.D. SUTTON & SONS/ Sr. Packaging Designer

NY, NY 1/2003-3/2020 (17 Years)

Designed packaging for baby division (generic, private label and licensed brands).
Categories: Hanging Layette, Gift, Milestone, Hard goods, Bibs and Diaper Bags.

- Created boxes, hang tags, stickers, header and insert cards
- Set up advanced 2d and 3d graphics (die-cut lines for packaging)
- Strong typography skills
- Merchandising, shopping for new ideas, keeping up with trends
- Designed multiple ads for Instagram/social media platforms
- Developed multiple PDQ/ Free standing displays
- Worked closely with China office on production issues(color strike offs)
- Advanced knowledge of the printing process, cmyk/spot color printing
- Submit packing for approval and follow up on changes
- Production artist, knowledge of fabrication/care content and warnings
- Managed work load to ensure all is done in a timely fashion
- Set up power points/pdf catalogs for sales to help sell product
- Trained Jr designers and interns
- Help plan and organize photo shoots
- Assisted in design and decor for market week , showroom windows

Web Ad Graphic Designer

2007-2012

Freelance

- Designed all web ads for www.weightwatchers.com
- Designed promotional marketing pieces for sales
- Some of the brands: Dole, Dannon, Daisy Cottage Cheese

B&D Plastics/ Graphic Designer

Packaging/Print Coordinator, RI, 8/2001 - 2/2003

Designed flexo packaging for food

- Set up graphics for print
- Ordered printing plates and film
- Designed company brochures, logos and invitations
- Meet with clients to get final approval on art cads

Accu-Graphics/ Graphic Designer (Intern)

East Providence, RI 3/2001-8/2001

- Helped designed packaging for toys (Hasbro)
- Photo retouching for Zoid toys and Fisher Price