

Creative Director / Graphic Designer / Photographer experienced in product, package, web & point of sale materials for prestige, boutique, & department store retail channels worldwide. Known best for leading the creation of fresh faced packaging, gifts, merchandising, content, print, & PR, that entices & delights consumers across all media platforms & touchpoints. Brand building expert for new to the world programs & existing line refresh for today's trend conscious markets with extensive background in beauty.

SRWDesign : 2010 - Present Principal

Clients: Natrol, Inc. / MJewels / Olivo Labs / Seldin's Trinket's / Kolano Mountain Woodwright Studio Red Horse

Product Design: Red Bubble / Society6 / Vida

Photography: susanwackerphotography.com / American Frame / Red Bubble / Society6

Living proof : Cambridge, MA 2014 - 2018

Senior Graphic Designer-Packaging, Merchandising, Advertising, Promotion, Web, Social Media Content Responsibilities include concept, design & file production for packaging, merchandising & collateral materials supporting LP Corporate, Sephora, Ulta, Nordstroms, & salon channels. Photography direction, execution, & retouching for social media, advertising & global assets. Project, vendor estimates & workflow management.

Brands: Timeless • Curl • Perfect hair Day • StyleLab • Restore • Full • No Frizz • Color Care

Killington Arts Guild : Killington, VT March 2010 - 2018

VP Board of Directors / Webmaster / Web Design Director-killingtonartsguild.org

Hasbro : Rhode Island 2010 - 2011

Contract Senior Package Designer-Boys

Brands: Nerf • Bayblade • Transformers RescueBots

P&G Beauty : Boston 2006 - 2010

Art Direction / Senior Design Manager-Packaging

Gillette Male & Female Global Grooming

As part of Shave Care Adjacency Core Leadership Team, strategic global design direction for \$775 million grooming business. Brand equity building partnering with internal & external businesses including marketing, design agencies, consumer testing, technical packaging, & print feasibility. Responsible for senior management alignment, internal & global presentations, budget preparation & final program approvals. Member of Design Recruitment, Trends & Innovation Leadership Teams.

Brands: Gillette Men Fragrance Collection • Gillette ProSeries Skin Care • Gillette Series Skin Care Gillette Blue 3 Razors • Gillette Series Shave Care / After Shave • Satin Care Shave Care

SRWDesign Inc. : NYC 2002 - 2006

Creative Director / Principal

Primary & secondary package design & branding for the New York City NoHo fragrance house

Bond no.9. Launch of 16 men, women & unisex fragrances for prestige boutique market.

Overseeing engineering, vendor sourcing, quality control, print production, external agency & resource management for design & product development.

Clients: Laurice Co. / Bond no. 9 Fragrance Collection

Graphic Visions Group / Maybelline • Michael Edwards & Co. / Fragrances of the World 2005 Beauty2Market LLC • Fashion Fragrances & Cosmetics / Robert Piguet, Galanos

L'Oréal USA : NYC 2000 - 2002

Art Director-Packaging & Merchandising

Design Supervision & concept development for US retail markets. Photography, illustration,

& model direction for primary & secondary packaging, merchandising & collateral programs.

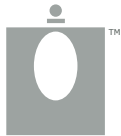
Production supervision. Budget preparation & management. Freelance creative staff management.

Brands: L'Oréal Color Cosmetics • Ralph Lauren / Chaps

Design Consultant : NYC 1998 - 2000

Clients: Elizabeth Arden Co. / Parfums International

Brands: Chloe Innocence • Elizabeth Arden Corporate

**Elizabeth Arden Co. : NYC 1982 - 1998**

Senior Design Director-Packaging & Merchandising

Design supervision & concept development for core brands, Holiday, GWP, PWP vehicles as well as merchandising & collateral programs for retail & niche markets. Brand design creation partnering with internal & external businesses including marketing, design agencies, consumer testing, technical packaging, print feasibility. Illustration, photography & model direction for primary & secondary packaging including production supervision worldwide. Preparation & management of \$1.15 million budget. Staff supervision with five direct reports. Set up & management of computer graphics department. Responsible for senior management alignment, internal & global presentations including sales meetings & press junkets; final design program approvals.

Brands: Elizabeth Taylor Fragrances / White Diamonds • Fragrant Jewels Collection • Black Pearls

Karl Lagerfeld Fragrances / KL • Photo • Sun Moon Stars • Jako

Fendi Fragrances / Fendi • Fendi Uomo • Asja

Nino Cerruti Fragrances / Cerruti 1881

Jean-Louis Scherrer Fragrances / Nuits Indiennes

Valentino Fragrances / Very Valentino

Elizabeth Arden Fragrance & Beauty / 5th Avenue • Red Door • Splendor • Cerimides

Marinelli & Hnath Associates : NYC 1980 - 1982

Art Director-Packaging, Advertising & Promotion

Brands: Avon • Charles of the Ritz • Elizabeth Arden • Revlon • Charlie • Yves St. Laurent

Bain de Soleil • Eterna '27 • Profile Records • Astral Seafood • Fieldcrest • Mego Toys

Charmkins • Stanley Tools

Kasica, Lefton and Brown, Inc. : NYC 1979-1980

Art Director-Advertising & Promotion

Brands: Continental Life Insurance**Lesley-Hille, Inc. : NYC 1975-1979**

Assistant Art Director-Advertising & Promotion

Brands: AMF Head Sports Wear • Mistral • Chase • Museum of the City of New York • UNICEF

The Floating Hospital • Edison Electric Institute • Bagel Nosh

Education**William Paterson College : 1972-1978**

Major: Painting

Dean's List / 1973

Pratt Institute : 1975-1978**BFA / Bachelor of Fine Arts Communications Design 1978**

President's List / 1976

Pratt Institute / School of Professional Studies**Certificate in Computer Graphics / Desktop Publishing****Rhode Island School of Design / Continuing Education**

Courses: InDesign

Technical SkillsIllustrator, Photoshop, Bridge, InDesign, Fireworks, MS Word, MS Powerpoint, Acrobat
Working knowledge of Dreamweaver, HTML, CSS, MS Excel**Awards**

PDC Gold Award / Elizabeth Arden 5th Avenue

Mobius 1st Place / Elizabeth Taylor Black Pearls

OMA Gold Award / Elizabeth Arden 5th Avenue Tester Display

Prix François 1er De L'Emballage Du Luxe / Nuits Indiennes Jean-Louis Scherrer

National Paperboard Packaging Council Award / Lagerfeld Sun Moon Stars

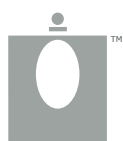
Mobius First Place Award / Lagerfeld Sun Moon Stars

National Paperbox Association Gold Award / White Diamonds Elizabeth Taylor

DCI's Package of the Year / White Diamonds Elizabeth Taylor

FIFI Best Men's Packaging / Lagerfeld Photo

(list incomplete)



Design Patents

23 Patents for Cerimides Time Complex Jar, Lagerfeld Make Up, White Diamonds, Black Pearls, Nuits Indiennes, Jako, Sun Moon Stars, 5th Avenue & Splendor fragrance brands.
 #DES 355,085; #DES 336,036; #DES 335,086; #DES 344,887; #DES 344,897; #DES 345,500;
 #DES 347,571; #DES 352,133; #DES 352,571; #DES 353,688; #DES 362,385; #DES 364,005;
 #DES 365,989; #DES 368,328; #DES 368,555; #DES 371,743; #DES 371,744; #DES 388,711;
 #DES 382,480; #DES 395,829; #DES 403,124; #5,064,082; #2,041,057

Exhibitions

Killington Arts Guild / Harvest 9.2016-11.2016:Photography
 Killington Arts Guild / Renewal & Growth 3.2016-10.2016:Photography & Painting
 Killington Arts Guild / All Is White 11.2015-4.2016:Photography
 Killington Arts Guild / Spring Promise 4.2015-5.2015:Photography
 Killington Arts Guild / Art Is Always 11.2014-8.2015:Photography
 The Arts at Fisk Farm / Isle La Motte Preservation Trust 8.2014:Photography
 Killington Arts Guild / My Palette 5.2014-8.2014:Photography
 Killington Arts Guild / Art & Expression 11.2013-2.2014:Photography
 Killington Arts Guild / Arts Labor Found 9.2013-11.2013:Photography
 Southern Vermont Arts Center Collectors Gallery Exhibition 2005:Photography
 Southern Vermont Arts Center 76th Annual Members' Exhibition 2005:Photography
 The Chaffee Art Center Annual Full House Exhibition 2004:Photography

The Nature of Diamonds / Museum of Natural History New York City 10.97-4.98:Design
 Elizabeth Taylor White Diamonds 1 ounce \$100,000.00 diamond pavé perfume flaçon.

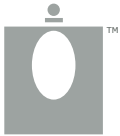
Swarovski Museum / Austria
 White Diamonds Elizabeth Taylor Perfume Factice

Publications & Presentations

Circle Foundation Spotlight Contemporary Art Magazine #13 / 2019
 International Perfume Bottle Association Newsletter 10.2015
 Mountain Times "Sally Curtis Honored as Patron of the Arts" 10.2015
 Mountain Times "Killington Arts Guild Annual Meeting" 3.2014
 KAG Website: Meet the Artist Series: Photographing Falling Water
 Mountain Times "KAG "Meet the Artist" Barbara Mckenna 11.2013
 Mountain Times "Tripping Back in Fashion Time / Hippie Chic" 9.2013
 KAG/PEG-TV:Sakia Show Featuring the Killing Arts Guild 9.2012 youtu.be/x7LDOyL6g4Y
 Mountain Times "A Creative Community for the Arts" 8.2012
 Mountain Times "Getting to Know Us" 5.2012
 Mountain Times "What Teen Ensemble Brought Us" 4.2012
 Mountain Times "KAG "Meet Susan Wacker-Donle" 3.2012
 Mountain Times "Artists Connect with the World Wide Web" 2.2012
 Michael Edwards Fragrances of the World 2005
 The Fashion Group International Bulletin "QVC" / 1.2005
 The Fashion Group International Bulletin "Fashion Forward: Innovations in Textile Technology" / 3.2004
 The Fashion Group International Bulletin "ExTracts Trade Show" / 3.2002
 The Fashion Group International Bulletin "Reality Check" / 1.2000
 The Fashion Group International Bulletin "The Name Game" / 3.2000
 Marquis Who's Who in the East 1996 Edition
 Marquis Who's Who in America 1997 Edition
 Marquis Who's Who in the World 1997 Edition
 Marquis Who's Who in Business and Finance 1997 Edition

Memberships / Organizations / Past & Present

Fashion Group International / Publication Committee
 Women in POP / Benefit for Breast Cancer Host Committee
 Women in POP / Benefit for Breast Cancer Advisory Board
 2021 PAC Global Leadership Awards / International Brand Marketing Judge
 POPAI OMA Merchandising Awards / Judge
 Cosmetic Executive Women



Memberships / Organizations / Past & Present cont.

International Perfume Bottle Collectors
The Chaffee Art Center for the Visual Arts
HBA Committee of 100 / Judge
Museum of Fine Arts / Boston
Metropolitan Museum of Art / NYC
The Institute of Contemporary Art / Boston
Museum of Modern Art / NYC
Southern Vermont Arts Center
Fragrance Foundation FIFI Awards 2006 / Judge
Cooper Hewitt Museum / NYC
Germanistic Society / Quadrille Ball / NYC
AIGA / Boston, NYC
Hui No'eanu Visual Center / Maui
Killington Arts Guild / VT
National Trust for Historic Preservation

Portfolio: susanwackerdonle.com

Blog: srwdesignotes.blogspot.com

Profile: [linkedin.com/pub/susan-r-wacker-donle/10/658/840](https://www.linkedin.com/pub/susan-r-wacker-donle/10/658/840)

Facebook: [facebook.com/srwdesign.studio](https://www.facebook.com/srwdesign.studio)

Photography portfolio: susanwackerphotography.com

American Frame: americanframe.com/artist/susan-r-wacker.aspx

RedBubble: www.redbubble.com/people/srwdesign/shop

Society6: [society6.com/srwdesignstudio](https://www.society6.com/srwdesignstudio)

Vida: shopvida.com/collections/susan-r-wacker