

### **Creative Director / Package Design / Graphic Design / Web Design / Photography / Glass**

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:** Fenty Beauty / Natrol, Inc. / MJewels / Olivo Labs / Seldin's Trinket's / Kolano Mountain Woodwright Studio Red Horse / Chaffee Art Center / Norman Seldin Prod. / Greater Killington Women's Club  
**Product Design:** Red Bubble / srwdesignstudio.etsy.com Glass Fusion / TeePublic  
**Photography:** susanrackerphotography.com / Fine Art America / Red Bubble

#### **Greater Killington Women's Club : Killington, VT March 2024-Present**

Board of Directors: Historian, Photographer, Webmaster  
 Creation and launch of new website for non-profit organization

#### **Chaffee Art Center : Rutland, VT 2021 - September 2020-Present**

Board of Directors

#### **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-www.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**

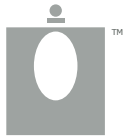
Creative Director / Principal  
 Primary & secondary package design & branding for the New York City NoHo fragrance house Bond no.9. Launch of 16 men, women & unisex fragrances for prestige boutique market. Overseeing engineering, vendor sourcing, quality control, print production, external agency & 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 Piguat, 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 : 1972-1974**

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 Skills**

Illustrator, 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

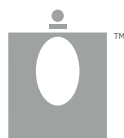
Mobius First Place Award / Lagerfeld Sun Moon Stars

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

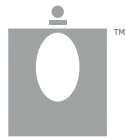
Chaffee Art Center / Eye Candy Exhibit 2024:Photography  
 Chaffee Art Center / Resolutions Exhibit 2023:Photography  
 Chaffee Art Center / Annual Holiday Exhibit 2022/2023/2024/2025:Photography  
 Chaffee Art Center / Textile Exhibit 2022:Fabric Design  
 Chaffee Art Center / Baby it's Cold Outside Exhibit 2022:Photography  
 Chaffee Art Center / Annual Holiday Exhibit 2021:Photography  
 Killington Arts Guild / Harvest Exhibit 2016:Photography  
 Killington Arts Guild / Renewal & Growth Exhibit 2016:Photography & Painting  
 Killington Arts Guild / All Is White Exhibit 2015:Photography  
 Killington Arts Guild / Spring Promise Exhibit 2015:Photography  
 Killington Arts Guild / Art Is Always Exhibit 2014:Photography  
 The Arts at Fisk Farm / Isle La Motte Preservation Trust 2014:Photography  
 Killington Arts Guild / My Palette Exhibit 2014:Photography  
 Killington Arts Guild / Art & Expression Exhibit 2013:Photography  
 Killington Arts Guild / Arts Labor Found Exhibit 2013:Photography  
 Southern Vermont Arts Center / Annual Members' Exhibition 2024/2025: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 1997:Design  
 Elizabeth Taylor White Diamonds 1 ounce \$100,000.00 diamond pavé perfume flacon.

Swarovski Museum / Austria  
 White Diamonds Elizabeth Taylor Perfume Factice

### Publications & Presentations

Prattfolio Alumni Notes Spring 2025  
 American Legends:The Evolution of American Fragrances / White Diamonds; Bond No.9 4.2024  
 The Chaffee Art Center "Artist of the Month" 3.1.2023  
 Rutland Herald "Three for the Chaffee" 1.21.2023  
 Sniffapalooza "Vintage Fragrance Advertising:Schiaparelli" 3.2024  
 Sniffapalooza "Vintage Fragrance Advertising:Caron, Bourjois" 6.2022  
 Sniffapalooza "Vintage Fragrance Advertising:Dana, Corday" 10.2021  
 Sniffapalooza "Vintage Fragrance Advertising:Coty,Guerlain" 7.2021  
 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**

Snowfarm / The New England Craft Program  
The Rutland Mint / Glass Guild  
Fashion Group International / Publication Committee  
Women in POP / Benefit for Breast Cancer Host Committee  
Women in POP / Benefit for Breast Cancer Advisory Board  
PAC Global Leadership Awards / International Brand Marketing 2021-2025 / Judge  
POPAI OMA Merchandising Awards / Judge  
Cosmetic Executive Women  
International Perfume Bottle Collectors  
Chaffee Art Center / VT / Board of Directors  
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'euau Visual Center / Maui  
Killington Arts Guild / VT / Vice President  
National Trust for Historic Preservation  
Greater Killington Women's Club / Historian, Photographer, Web Master

### **Artisan Shows / Galleries**

Southern Vermont Arts Center Holiday Craft Fair 2023/2024/2025  
Woodstock Wassail Holiday Craft Fair 2023/2024/2025  
Mooretown Artisan Sale 2022/2021  
Waterbury Arts Fest 2021  
Vintage Market Days 2021/2022  
Chaffee Holiday Artisan Gift Show 2022/2023/2024/2025  
Chaffee Art Center Gift Shop  
Stone Revival Gallery & Gift Shop  
Liquid Art Eatery & Coffee House Gallery & Gift Shop  
Cabin Fever Gift Shop  
Killington Arts Guild Gallery  
Killington Festival of Trees Artisan Fair 2024/2025

**Portfolio:** [susanwackerdonle.com](http://susanwackerdonle.com)

**Blog:** [srwdesignnotes.blogspot.com](http://srwdesignnotes.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)

**Instagram:** [srwdesignstudio](https://www.instagram.com/srwdesignstudio)

**Photography portfolio:** [www.susanwackerphotography.com](http://www.susanwackerphotography.com)

**Fine Art America:** [fineartamerica.com/profiles/susanr-wacker](https://www.fineartamerica.com/profiles/susanr-wacker)

**RedBubble:** [www.redbubble.com/people/srwdesign/shop](https://www.redbubble.com/people/srwdesign/shop)

**TeePublic:** [/tee.pub/lic/9ZfkeP88BKo](https://www.teepublic.com/lic/9ZfkeP88BKo)

**Etsy / Glass Fusion:** [srwdesignstudio.etsy.com](https://www.etsy.com/shop/srwdesignstudio)