

CHER CULTRONA

San Francisco, CA | **p:** (415) 974-5598 | **e:** cher_@pacbell.net | **w:** chercultronadesigns.com

ART DIRECTOR | DESIGNER | PRINT & PACKAGING

- Senior designer with expertise developing product lines from concept through digital production. Diverse experience working with brands in toys and entertainment, consumer products, real estate, and non-profit.
- A versatile designer with a broad skill set spanning concept development, art direction, production, illustration, image retouching, vendor management, photo shoots, and product design.
- Skilled at translating a vision into unique concepts for products, graphics, and branded collaborations. Includes experience developing designs for licensed brands.
- Remain abreast of current market and industry trends to create designs that appeal to target consumers.

EXPERIENCE

Senior Graphic Designer | UNIVERSITY GAMES | San Francisco, CA

2010 – Present

Lead designer for a global toy and entertainment company, producing product packaging, interior imagery, components, and prototypes for games, cards, and puzzles. Responsible for driving design decisions and creative strategy for new, rebranded, and licensed titles (Pete the Cat, Eric Carle, First 100 Words, Nickelodeon (Shimmer and Shine, Blaze and the Monster Machines, SpongeBob Squarepants, etc.), Disney (Frozen, Cars) Out of the Blue Enterprises (Super Why, Daniel Tiger's Neighborhood), and Scholastic).

- Guide all aspects of design from concept through layout, digital production, retouching, and illustration.
- Create and illustrate components including boards, packaging, spines, cards, instruction manuals, and tokens.
- Collaborate with product managers to translate briefs into cohesive designs blending University's visual style with individual brand style guides; adapt designs to fit multiple variations of packaging size and price points.
- Conduct design research around colors, fonts, and styles to maximize appeal to younger/millennial audiences.
- Mentor junior designers in developing concepts and design direction.
- Work with top entertainment licensing properties to integrate artwork and style guides; currently developing product lines and packaging designs around Eric Carle's "The Very Hungry Caterpillar" and "Pete the Cat".
- Responsible for concept design and production for University Games Brand Division products under Front Porch Classics, Briarpatch, Mega Bleu, Great Explorations, Bepuzzled, and UCreate.

Art Director / Designer | FREELANCE | San Francisco, CA

1994 – Present

Contracted as a designer, art director, and project lead for packaging and product design, brand identity, and collateral projects, maintaining longstanding relationships across multiple industries. Select clients include:

- **Sternberg/Benjamin Architects / Village Properties** (Design, Production + Project Management) | Led design and production on interior/exterior signage and graphics treatments for condominium and business properties.
- **Electronic Arts** (Design + Digital Production) | Worked onsite as a packaging designer for notable video game titles including "Madden NFL" and "The Sims".
- **Play Along Toys** (Design + Digital Production) | Consulted as a packaging designer on a series of pop star dolls, creating assets for licensed platforms including Mandy Moore, Sisqo, and MTV's "Making of the Band".
- **Wham-O Toys** (Design + Digital Production) | Developed packaging, interior components, logos, and branded assets for notable licensed product lines and games (Chuck E. Cheese, Baskin Robins, Slip 'n Slide).
- **Duty Free Stores / Merchandising Limited** (Design, Digital Production + Project Management) | Lead designer on products, packaging, logos, and illustration for retail and gift store products, accessories, and plush toys.
- **Lewis Galoob Toys** (Design Lead + Digital Production) | Head designer for the Star Wars Action Fleet Collection Series, overseeing complex packaging design and die cut windows. Additionally designed interior and exterior packaging, components, and branded materials for licensed lines (MicroMachines, My Pretty Doll House, Power Rangers, Mutant League) as a staff designer.

PREVIOUS ROLES

Art Director | THE BENJAMIN GROUP | Campbell, CA

Art Director | SHELLY BERMAN COMMUNICATORS, INC. | Oakland, CA

Art Department Lead | YORK STEAK HOUSE / GENERAL MILLS | Columbus, OH

ADDITIONAL EXPERIENCE

Designer / Owner | CHER CULTRONA FINISHES | San Francisco, CA 2004 – 2011

- Consulted with interior designers, contractors, and homeowners on specialty design and renovation projects, providing unique finishes for fireplaces, accent walls, bathrooms, and ceilings.
- Specialized in Italian lime and synthetic plaster, Marmorino lime plaster, decorative concrete, and glazes, as well as custom stencils and wallpaper design.
- Certified in Italian plasters, faux finishing, and decorative concrete.
- California licensed paint contractor (#917777)

Currently designing and producing a line of sports headbands distributed through Amazon. Sourced manufacturer in China to develop fabric, shape, and prepare designs for print (2018 – Present).

EDUCATION

Web / Multimedia Design Certificate | SESSIONS.EDU

BFA, Graphic Design | BOWLING GREEN STATE UNIVERSITY | Bowling Green, OH

AFFILIATIONS & AWARDS

Speaker, Fashion Institute of Design & Merchandising (FIDM)

Educate high school students on topics in graphic and interior design, art history, and fashion.

LuLu Award for Excellence in Art Direction (Brochure / Direct Mail) – Los Angeles Women in Advertising

Technical Skills: Adobe CS (Photoshop, Illustrator, InDesign), Muse, Flash