

Shelby Wolf

Designer/Graphic Designer

EXPERIENCE

Designer, Party City

Oct 2020 - Sept 2024

- Lead designer on licensed product programs, assisted in overseeing development of the lines and responsible for the creation of over a dozen collections in half a year's time. Including the top selling tableware set in the history of the company (Malibu Barbie). Designed full multi-program refresh for the Disney Princess line to be released in 2025.
- Designed and developed full tableware, party decor product collections, including creating original illustrations for product lines. Worked on both 2D and 3D products. Categories include: Seasonal, Kids' Birthday, General Birthday, and Halloween.
- Managed development for licensed Halloween 2023 product, worked directly with product managers and merch partners to keep programs on their timelines while new art director candidates were being sought out to manage teams, worked directly with licensing partners to design and develop the programs based on merchant requests and licensor asset availability. Designed several of the products in the line while simultaneously working to ensure delegated tasks were completed on track by fellow team members and working closely with licensors to ensure quick approvals. Worked closely with WB to create approvable artwork for Harry Potter outside of their guides to be used on products.
- Mentored designers on the process of tableware design and working with licensor style guides and assets.
- Assisted in presenting design pitches to merchant partners and executives and developing trend and mood boards.
- Created style guides for use on product and packaging style guides for teams to utilize.
- Developed innovative concepts to refresh existing packaging. Researching packaging and branding trends to create dozens of potential looks for the refresh.
- Licensors worked with include: Disney, WB, Universal, Pokémon, Nintendo, Sega, BBC, Hasbro, Mattel, Nickelodeon, Crunchyroll, Marvel, and more.

Graphic and Packaging Designer, H.E.R Accessories

June 2019 - Oct 2020

- Lead designer on the Hot Topic and Box Lunch accounts, growing and

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SKILLS & SOFTWARE

Graphic, Product, and Packaging Design

Licensed Graphic, Product and Packaging Design

Surface Pattern and Print Design

Illustration

Accessory Design

Tech Packs

Adobe Creative Suite

Microsoft Office

Style Guide Development

EDUCATION

Savannah College of Art and Design, Savannah, GA — Bachelor's of Fine Arts Animation

September 2011 - June 2014

Coursework included: 2D & 3D Design, Character Animation, Drawing, Film, Film History, Advanced Computer Applications, Action Analysis, Pictorial Illustration, and Art History

securing new business based on designs and brand knowledge.

- Designer for in-house brands and licensed products. Categories include: jewelry, hair, and novelty.
- Developed products from the ground up, including initial design, packaging, and tech packs for in-house and licensed brands.
- Combined a rich understanding of pop culture with knowledge of the latest accessory trends in the marketplace and beyond.
- Worked closely with factories to follow a product through its lifecycle from design to production sampling.
- Performed basic duties of a licensing coordinator including: submitting product concept and pre-production of licensors for approval, communicating with licensors to ensure product is swiftly moved along the product approval lifecycle.
- Clients include: Walmart, Target, Claire's, Hot Topic, Box Lunch, Party City, and Forever 21.

Graphic Designer, High IntenCity Corp.

June 2016 - June 2019

- Lead designer on the Disney Parks account. Combined brand expertise and customer knowledge with design ability to help double the in-house licensing business.
- Product and graphic designer for jewelry, beauty, handbags, and accessories, with a focus on Disney licensed products.
- Designs directly responsible for securing several multimillion dollar contracts with retailers.
- Created original products for CharmIt! line of girls' jewelry and accessories. Designs later went on to become top sellers of the entire line.
- Responsible for product design, packaging, tech packs, and photography of products for both web and print.
- Clients include: Disney Parks, Shop Disney, Hot Topic, Claire's, Kohl's, Box Lunch, and Charming Charlie

Graphic Artist and Illustrator, Freelance

June 2013 - June 2016

- Freelance graphic designer and illustrator for various clients.
- Swiftly mastered beta programs and created interactive storybook animation for a well-known education publishing company.
- Created licensed jewelry concepts for HBO's Game of Thrones.
- Illustrator for a series of ten language learning books for Dino Lingo.
- Created Marvel and Steven Universe licensed apparel designs for We Love Fine, TeeFury, and Redbubble.

