



NADINE WARAPEN

I'm a versatile Senior Graphic Designer with a unique mix of creativity, attention to detail, time management and technical skills proven by over a decade of experience. My skills range from branding and package design to font creation and conceptual ideation.

My work encompasses a broad range of industries including toys, food, entertainment, beauty, sports, real estate, publishing and advertising and has picked up recognition at over 30 national and international award shows and publications. Having worked at companies like Moose Toys, Leo Burnett and BBH to name a few, has given me the opportunity to work on big brands like McDonalds, Coca-Cola, Redbull, Disney etc.

Outside of work, you can find me playing the piano, binge watching reality TV, practicing yoga, or getting crafty with some paper creations.

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**WORK EXPERIENCE** **HUNTER PRODUCTS, Melbourne, Australia**

Senior Graphic Designer + Product Developer  
July 2020- Present

**Creative Duties:** Responsible for the development of high-quality design materials for product, packaging and marketing of toys and sporting goods.

Branding

- Provide branding and design solutions for new toy concepts.
- Development of logos and creative assets for product, packaging and marketing.
- Interpret and utilise licensed style guides and apply licensed branding to product and packaging for toys and sporting goods.

Packaging

- Design innovative packaging concepts, working within the restrictions of function and cost allowances.
- Develop dielines and packaging specs while working in collaboration with factories to come up with production friendly packaging solutions.
- Advanced knowledge of toy packaging manufacturing processes, including, printing, packaging construction methods, finishing and embellishing techniques.

Product Development

- Meet with inventors to discuss new toy ideas.
- Develop product specs, colour specs and tooling specs for toy development.
- Work directly with factories to source the best materials to suit product design needs.

Market Research and Trend Awareness

- Understand key market trends and consumer behaviour to develop appropriate branding for both product and packaging.
- Participate and contribute in brainstorm sessions.

Presenting and Communicating

- Conduct design presentations to internal staff as required
- Communicate the brand vision, present thoughts, give clear feedback and direction to other team members and stakeholders.

Planning and Scheduling

- Manage and report the progress of projects from concept to finished art.
- Briefing and directing product photography, product development and copywriting.

Finished art

- Create finished artwork to specification with minimal technical amendments.
- Work with the HK team to ensure QA checks for product and packaging.

**Brands:** Jewel Secrets, Gemex, Glitzy, Spray-Z-Pen, Snap Pop, Big Big Baby, LOL Surprise(Licensing), My Little Pony(Licensing), New Brands

### **MOOSE TOYS, Melbourne, Australia**

Senior Graphic Designer (Branding and Packaging)

October 2016 - April 2020

**Creative Duties:** Collaborating with Art Directors to build and develop new and existing girls toy brands from Concept to Finished Art. This Includes:

#### Branding and Packaging

- Provide branding and design solutions within the marketing and branding strategy of Moose product.
- Development of brand logos and creative assets for product and packaging.
- Design promotional material for trade shows and other exhibitions.
- Design innovative packaging concepts, working within the restrictions of function and cost allowances.
- Advanced knowledge of toy packaging manufacturing process, including, printing, packaging construction methods, finishing and embellishing techniques.
- Mock up, prototype and oversee packaging mock-ups.
- Approval of print proofs and shipping samples, ensuring a high level of colour and quality.

#### Market Research and Trend Awareness

- Research the market-place/retail, other toy companies, vendors, trade fairs, and online for trends, ideas, samples and information that will lead to and support new ideas for branding and packaging.

#### Presenting and Communicating

- Present branding and packaging concepts to the creative approval team.
- Communicate the brand vision, present thoughts, give clear feedback and direction to other team members and stakeholders at all levels of the business.

#### Planning and Scheduling

- Effective time management and ability to prioritise in order to meet expectations of key milestones.
- Briefing and directing product photography, illustration, 3D renders and copywriting.

#### Team Collaboration

- Work with supporting graphic designers within the brand team for brand rollout.
- Brief and direct external designers to create materials that will help maintain the brand vision.

#### Finished art

- Create finished artwork to specification with minimal technical amendments.

**Brands:** Kindikids, Capsule Chix, Shopkins Happy Places, Disney Happy Places, Beados Teenez, Cutie Cars, New brands.

### **INTERBRAND, Mumbai, India**

Design Director

October 2015 - November 2015 (Relocated to Melbourne)

**Creative Duties:** Assisted the Creative Director on all team projects, this role involved

#### Branding and Packaging

- Project and market research to assist brand strategy.
- Brand identity strategy, design and development.
- Package design concepts and execution.

#### Presenting and Communicating

- Creating branding presentations in collaboration with strategy teams and presenting to clients.

**Brands:** Wrigley, Reliance Industries, Cyril Amarchand Mangaldas.

### **BBH (BARTLE BOGLE HEGARTY), Mumbai, India**

Senior Graphic Designer (Creative Partner)

November 2013 - September 2015

**Creative Duties:** Assisted the Creative Director on all team projects, within the newly formed design team

#### Graphic Design and Art Direction

- Developed concepts for advertising and design campaigns.
- Created branding campaigns for several new and existing clients.
- Worked with photographers and art directed photography shoots.
- Worked with copywriters to conceptualise and deliver on briefs.

#### Presenting and Communicating

- Collaborated with clients to create new work for their brands.
- Created detailed design presentations for new and existing clients, pitches etc.

- Presented work to clients at all levels.

#### Training and Coaching

- Mentored junior designers and interns to assist on projects.
- Worked with finished artists and guided projects from start to finish.

#### Achievements

Was awarded Impact Magazine: **Top 30 under 30.**

**Brands:** World Gold Council, Redbull, Housing.com, Marico, Skoda, Diageo, Excelity, Studio West, Vespa, etc.

#### **DYNAMITE DESIGN, Mumbai, India**

Graphic Designer (Mid Weight)

*January 2013 - October 2013*

**Creative Duties:** Working with a team of animators and motion designers. This role included:

#### Broadcast Design

- Ideation and development of on-air and off-air graphics.
- Developed TV show packaging and broadcast elements including show logos and identity.
- Developed TV channel packaging and broadcast design.
- Created style guides for usage guidance of on-air and off-air graphics.

#### Brand Identity Design

- Branding and Identity Design for mid-size and large corporates.
- Design of concept presentations.
- Finished art.

**Brands:** Star television Network, Sony Music, JSW Bengaluru FC, Kidzania, etc.

#### **LEO BURNETT, Mumbai, India**

Graphic Designer (Junior - Mid Weight)

*September 2009 - December 2012*

**Creative Duties:** Worked closely with the Creative Director to form the design department at Leo Burnett.

#### Typography

- Type design and font development.
- Application of typography on to various mediums.

#### Packaging

- Package design development from concept to finished art.
- Package design innovation, creating new and unique package structures.
- Investigate package design solutions including printing methods, materials and cost.
- Assisted in photography shoots for project presentations.

#### Branding

- Brand identity design and development from concept to finished art.

#### Achievements:

Advertising Club of Bombay: **Designer of the Year 2011**

8 Adfest Lotus Awards, 8 Goafest Abby Awards, 3 Intercontinental Advertising Cup Awards, 2 One Show Design Merit/Finalist, 2 Communication Arts Award of Excellence, 2 New York Festival Finalist Awards, 2 Creativity International Awards, 1 D&AD In Book, 1 Cannes Lion Shortlist, 1 Andy's Award, 1 Spikes Asia Award, Young Guns International Finalist, 1 Young Guns International Award

**Brands:** Bajaj Electricals, McDonald's, Coca-Cola, Tata Capital, Mankind Pharma, Tide(PNG), Leo Burnett, etc.

#### **APRICOT PUBLICATIONS (L'OFFICIEL), Mumbai, India**

Art Intern

*April 2008 - June 2008*

**Creative Duties:**

#### Layout and Editorial Design

- Designed magazine layouts and spreads.
- Assisted in photography shoots.

**Brands:** L'Officiel India Magazine.

**OTHER EXPERIENCE** **NADINE WARAPEN, Melbourne, Australia**

Independent Design Professional (Freelance)  
March 2008 - Present

**Creative Duties:** Freelance Designer specialising in Brand Identity Design and Development, Package Design and other general Graphic Design requirements.

**Brands:** Tachi, Saffron Cup, Chaiwaala, The Calcutta Company, Constellation Media Group, Comedy One, Savaari.com, WHO (World Health Organization), Postman (Android Application) etc.

**GIBSON IMPORTING CO. AUSTRALIA P/L, Melbourne, Australia**

Senior Graphic Designer (Freelance)  
Feb 2016 - Mar 2016, August 2016 - August 2016,

**Creative Duties:** Working alongside the design manager and product manager, this role involved creation of design concepts, packaging and finished art for various gift ranges.

**Brands:** Gibson Importing.

**EXTENSION CO, Melbourne, Australia**

Lead Graphic Designer (Freelance)  
July 2016 - August 2016

**Creative Duties:** Working alongside the Design Director to develop concepts for brand identity mainly in the property development market. Design and roll out of marketing collateral for existing projects.

**Brands:** CBD Development Group, Enshine Group, Edenham.

**PORTER NOVELLI, Melbourne, Australia**

Senior Graphic Designer (Freelance)  
May 2016 - June 2016

**Creative Duties:** Assisting the in-house creative team, this role involved developing design concepts for branding, brochures, animations, photography retouching and marketing material for a range of clients.

**Brands:** Quintessential Equity, Dairy Australia, State Trustees, HVP Plantations, GRDC.

**THEME MUSIC INSTITUTE, Mumbai, India**

Piano Teacher (Part Time)  
March 2014 - October 2015

To impart piano education to beginner and intermediate adult and child students. This includes: regular classes, events preparation, examination preparation, regular reporting, parent teacher associations

**RACHANA SANSAD COLLEGE OF APPLIED ART AND CRAFT, Mumbai, India**

Visiting Lecturer - Package Design  
July 2011

Prepared and delivered a presentation on 'package design concepts and innovations'. Presented my work along with work of leading brands to students, guiding them through career prospects in package design.

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**EDUCATION** **BACHELOR OF FINE ARTS (APPLIED ART)**

University of Mumbai, Mumbai, India  
2005 - 2009

Achievements: **Rank 1 Final Year (BFA)**

**HIGHER SECONDARY CERTIFICATE (SCIENCE)**

St. Andrews College, Mumbai, India  
2003 - 2005

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**SKILLS** **SOFTWARE SKILLS**

Adobe Illustrator, Photoshop, InDesign, Premier Pro

**DESIGN SKILLS**

Package Design, Brand Identity, Typography, Art Direction, Paper Craft

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**REFERENCES** AVAILABLE ON REQUEST