

IRIS GOUDJABIDZE

SENIOR ART DIRECTOR

LOS ANGELES, CA



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EDUCATION

Long Island University

New York

BFA Digital Arts & Design

May 2004

PROFESSIONAL SKILLS

Art Direction

Management

Teamwork

Print Design

Package Design

Branding

Style Guides

Logo Design

Concepting

Collaboration

Market Research

TECHNICAL SKILLS

Adobe Creative Suite

Photoshop CC

Illustrator CC

InDesign CC

Keynote

MS Office

Illustration

SENIOR ART DIRECTOR with over 12 years of experience in Consumer Product Packaging, Licensing and Print Design. Demonstrated achievement in development, designing, and branding initiatives. An understanding of market trends. Identify problems and generating creative solutions within budget. Multifaceted Creative with a passion for innovative concepts and design.

EXPERIENCE

Consultant

Select Clients

April 2018 - Present

Consulting on branded properties for Packaging, Styleguides, Product Development, Branding, Logo Design, Product Photography and Social Media Design.

Select Clients: *Skyrocket Toys, Zag Inc., Harvard-Westlake School*

Senior Art Director

Jakks Pacific Toys. Santa Monica, CA

October 2016 - March 2018

Art directing and managing a team of package designers on multiple Disney licensed properties; Disney Princess, Tangled, Elena of Avalor and Frozen. Collaborating with the Disney licensing team. Art Directing photoshoots with talent and product. Designing environmental displays for Tradeshows.

Senior Packaging Designer/Art Director

Disney Consumer Products. Pasadena, CA

October 2010 - September 2016

Managing a team of designers and production artists on multiple simultaneous projects with tight deadlines. Managing multiple lines of business across CPG categories. Developing style guides for the following franchises: Star Wars, Marvel, Disney Jr., Holiday, Sketchbook, Classic Minnie Mouse, Disney Baby, Home Goods, Apparel and MXYZ. Directing Licensees to ensure brand equity and consistency throughout packaging. Creating and developing line looks which convey Disney story-telling across packaging. Collaborating with Lucasfilms and Marvel brands to carry forth brand identity on packaging for The Disney Stores.

Senior Packaging Designer

Consultant. Los Angeles, CA

December 2009 - October 2010

Branding, design and packaging for the following clients: Spin Master Toys, hfyn.com, Lakeshore Learning, and JAKKS Pacific.

Art Director

Mattel - Hot Wheels. El Segundo, CA

June 2008 - September 2009

Managed in-house designers on multiple simultaneous projects. Directed licensees, providing guidelines to ensure Hot Wheels brand identity and quality. Managed illustration vendors on maintaining Hot Wheels styling. Art directed photoshoots with talent for packaging. Developed and Art Directed layouts from concept to completion of Hot Wheels product packaging for major retailers such as Target, Toys R Us, Kmart, Walmart and Costco.

Senior Graphic Designer

Sideshow Collectibles. Thousand Oaks, CA

November 2007 - May 2008

Created designs for Sideshow Collectibles exclusive licensed brands for retail distribution and direct consumer sales. Developed graphics and layouts from concept to completion of multi-licensed brand packaging. Designed corporate identity, marketing materials, trade show booth signage, retail posters, sell sheets, and merchandising apparel.

Lead Graphic Designer

Warner Bros./DC Comics. New York, NY

October 2006 - November 2007

Designed packaging for DC Comics toys and collectible statues. Produced promotional materials including retail posters, order forms, sell sheets, displays, trade booth and environmental signage for Comic Con. Designed product layouts for Diamond Select and Wizard Magazine publications. Photography and photo retouching for DC Comics Direct and DC Comics Unlimited.

Graphic Designer

Random House Inc. New York, NY

January 2005 - May 2006

CD packaging design and photo retouching for Random House Audio, Children's Listening Library, Books on Tape, Fodor's Travel, and The Princeton Review Marketing Departments. Created promotional materials including brochures, catalogs, order forms, sell sheets, logos and POP displays.