

Natalie Magnuson

612.382.4226
6901 E. Chauncey Lane #3183
Phoenix, AZ 85054
magnuson.natalie@gmail.com

Experience

PetSmart | Phoenix, AZ
Product Designer | 2013-Present

Responsible for the design and development of proprietary branded pet products. Product categories include collars and leads, plush and multi-material pet toys, pet feeding bowls, pet beds, small animal apparel and accessories, reptile and aquatic habitat decor and accessories, gift cards, and other pet specialty products. Responsible for developing these design initiatives through cross-functional collaboration with the Product Managers and Merchandising teams. Prepares design specifications for vendors and provides timely vendor communication throughout the development process. Researches trends and color palettes and translates into product designs. Develops themes and concept boards for seasonal trend presentations. Travels to relevant print and trend shows to purchase artwork and establish new artist contacts. Manages and provides art direction to external freelance resources. Reports to the Product Design Manager.

Education

Minneapolis College of Art and Design
Bachelor of Fine Arts Degree in Illustration
2002-2005

University of Sioux Falls
Liberal Arts Curriculum
2001-2002

Skills

Adobe Photoshop | Adobe Illustrator
Adobe Acrobat | Adobe InDesign
Microsoft Word | Powerpoint | Excel
Watercolor | Acrylics | Printmaking
MAC and PC platforms

Strengths

High level of creativity and design expertise
Strong conceptual skills
Proven ability to build an assortment
Excellent organizational skills
Strong time management and interpersonal skills
Dependable at meeting critical deadlines
Dependable performing under pressure

Macy's Merchandising Group | New York, NY
Trim Designer | 2011-2012

Responsible for the design and development of Macy's Holiday Lane ornaments and decor. Conceptualized and designed products through the entire development process, from theme ideation to final product approvals. Utilized both traditional illustration and digital design skills. Provided direction for materials, silhouettes, construction, shape, color, finish, and manufacturing processes. Prepared design materials for overseas vendors and provided timely feedback on samples. Prepared line and presentation materials for trim line previews and buy meetings. Presented concepts for review with various internal groups, including all levels of management, merchandising, branding, and sourcing. Provided art direction to external freelance artists. Extensive travel to Asia to oversee development, maintain product quality, and to ensure conformance with design intent. Reported to the Design Manager.

Department 56, Division of Enesco, LLC | Eden Prairie, MN
Product Designer | 2007-2011

Designed and developed seasonal giftware and collectibles, focusing on tabletop, trim, and decor. Utilized both traditional illustration and digital design skills to render artwork from conceptualization to final output. Researched trends and assisted in the development of concepts and boards for seasonal trend presentations. Participated in the artwork review process with cross-functional teams. Contributed to ideation, brainstorming, and sketching of concepts including icons, patterns, character development, product designs and specifications. Provided reference materials and images to support techniques or materials. Created side views and technical sketches to explain form and function. Prepared decals and graphics for print. Created specifications of final artwork for delivery of art to vendors. Reviewed and corrected sculptures from vendors. Experience working with licensed brands including Disney, Peanuts, and Dr. Seuss. Maintained file structure for artwork archives. Provided production assistance to external freelance designers. Worked closely with Senior Designer. Reported to Creative Director.

Freelance Design
Product Designer, Illustrator | 2005-Present

Freelance design and illustration of seasonal giftware and decor, stationery products, editorial, and children's books. Select clients include: Silvestri, Martha Stewart Living, Gartner Studios, Garven, LLC, Capstone Publishing, Arlington Designs