



# marina torio

*Graphic Designer | Visual Storyteller | Pixel Perfectionist*

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## ABOUT ME

A seasoned Graphic Designer with over 20 years of experience transforming ideas into visually captivating designs. Whether it's a sleek logo, a vibrant package, or an attention-grabbing marketing campaign, I bring creativity and precision to every project. I live by the mantra that design isn't just about making things look pretty, it's about telling a story, evoking emotion, and making connections.

## KEY SKILLS

### *Design Software Wizardry:*

Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD) Powerpoint.

### *Typography Tamer:*

Master of fonts, from clean and modern to quirky and fun.

### *Branding & Identity:*

Crafting memorable brand identities from the ground up.

### *Packaging Design Extraordinaire:*

Transforming products into visual stories with packaging that speaks louder than words.

### *Creative Problem-Solving:*

Turning challenging briefs into innovative design solutions.

### *Trend-spotting Maven:*

Constantly on the pulse of the latest design trends, uncovering fresh ideas to keep brands ahead of the curve.

### *A Creative Chameleon:*

Bringing fresh design perspectives across diverse industries, including Fashion, Beauty, Entertainment, Consumer products, Publishing, Advertising and Hospitality, infusing each with a unique blend of creativity & innovation.

## EDUCATION

University of Pretoria, South Africa  
*BFA in Graphic Design*

## REFERENCES:

Katie Scalieri - 917.392.2867  
Director of Product Development  
Charlie Emmons - 201.376-2424  
VP of Sales  
Amanda Jackson - 763.639.0721  
Marketing Manager

## EXPERIENCE

### **MR. BAR-B-Q PRODUCTS**

**Senior Graphic Designer** | 2020–Present

Lead and oversee creative design projects across digital and print media, including retail packaging, branding, marketing campaigns, sales decks, and POP, driving impactful and visually cohesive brand experiences.

Manage the entire design process for various private label brands—from concept ideation to final production—ensuring high-quality output and alignment with business goals.

Design packaging, POP displays, signage, end caps, and planograms, enhancing market visibility and consumer engagement across major retailers like Lowe's, Target, Home Goods, Home Depot, national supermarkets, and several private labels.

Develop promotional and marketing assets that align with brand strategy and business objectives, strengthening brand identity and driving customer engagement.

Create dynamic visuals for trade shows amplifying brand presence and boosting customer interaction.

Design digital assets, including website landing pages, email campaigns, banners, and social media graphics, optimizing user engagement and brand consistency.

Lead and direct photo shoots for product imagery, ensuring visuals align with brand strategy and contribute to overall marketing objectives.

Collaborate with cross-functional teams to ensure cohesive, on-brand design execution across all platforms and touch-points.

Conduct research on seasonal trends and color palettes, providing valuable insights to guide creative direction and product design.

### **INDEPENDENT VISUAL DESIGNER**

**Art Director** | 2007 - 2020

Versatile Design Expertise Across Beauty, Fashion, Arts, Entertainment, Hospitality, Publishing, and Advertising Industries.

Directed and conceptualized high-impact campaigns for renowned clients, including Oprah Magazine, BCBG Max Azria, Lacoste, Angelo David, Creative Hairtools, LIT, Mocada Museum, NY Presbyterian Morgan Stanley Children's Hospital, Skewville, Acclaim Entertainment, Southpeak Games, and Left Coast Kitchen.

Led branding and logo design initiatives, developing distinctive visual identities, brand strategies, and style guides.

Collaborated closely with clients to translate their vision into compelling, effective designs across print and digital platforms, ensuring a seamless brand experience.

Directed and curated photo shoots to create high-quality visuals that aligned with client goals and brand identity.

### **BCBG MAXAZRIAGROUP (MAXRAVE DIVISION)**

**Graphic Designer** | 2004 - 2007

Led the concept, design, and execution of seasonal in-store signage and catalogs ensuring strong visual impact and alignment with overall marketing strategies.

Spearheaded the development of innovative branding, advertising campaigns, and packaging solutions, elevating the visual identity across multiple private label fashion brands.

Crafted eye-catching clothing labels, hang-tags, look-books, and promotional materials that resonated with target audiences and reinforced brand messaging.

Contributed to fashion shoots by assisting in castings and styling, helping to create compelling visual narratives that captured the essence of each season's collection.

Check out my portfolio at [marinatorio.com](http://marinatorio.com) for a collection of my favorite design projects .