

# Graeme W. Ritchie

GRAPHIC DESIGN | UX | ILLUSTRATION

## CONTACT

graemewritchie@gmail.com  
617-875-2176  
linkedin.com/in/graeme-ritchie

## PORTFOLIO

www.graemewritchie.com

## EDUCATION

June 1997

**BFA | University of Hartford**

Summer 2020

**Immersive UX Design  
Part-time | General Assembly**

## TOOLS

Photoshop  
Illustrator  
InDesign  
XD  
Sketch  
Figma  
Dreamweaver  
Word  
Excel  
Powerpoint

## LANGUAGES

English  
Portuguese  
Spanish

## EXPERIENCE

*January 2018 – Present*

**Senior Graphic Designer | Vistaprint | Waltham, MA**

Designed concepts for Vistaprint's online templates; including business cards, postcards, brochures and banners.

*June 2013 – February 2018*

**Packaging Graphic Designer | Hasbro | Pawtucket, RI**

Developed line looks, branding elements, and directed internal partners as well as outside vendors in the design of packaging for Hasbro's KRE-O and Nerf brands.

*March 2012 – June 2013*

**Senior Graphic Designer + Illustrator | Aqua Leisure Industries | Avon, MA**

Developed and executed concepts for packaging, product artwork and in-store signage for several of Aqua Leisure's featured brands.

*October 2011 – February 2012*

**Senior Graphic Designer | Schneider Electric | West Kingstown, RI**

Developed and executed concepts of trade advertisements, direct mail, and web-based media for Schneider Electric's Buildings division.

*December 2010 – August 2011*

**Senior Graphic Designer | Finline Branding | North Smithfield, RI**

Lead creative projects for the startup creative department of an established printing production company [Finline Graphics]. Art directed photo shoots, designed creative concepts for clients, primarily in Finline's consumer packaged goods client base. Developed Website from concept to execution.

*October 2006 – December 2010*

**Graphic Designer | CVS/pharmacy | Woonsocket, RI**

Art directed, designed packaging, and created illustrations for various store brand products. Helped develop Gold Emblem, Blade, Cristophe, Ice Canyon and other specialty store brands.

*September 2002 – October 2006*

**Senior Graphic Designer | Pure Branding | Leverett, MA**

Designed corporate identity, branding, packaging and marketing materials for Pure Design's natural products client base.

*Winner – ACI/21 packaging design award [Forbidden City Steak Sauce]*

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## EXPERIENCE (Continued)

*February 1999 – February 2001*

**Graphic Designer | Jenkins Creative Solutions | Atlanta, GA**

Designed corporate identity, point of purchase, editorial, and interactive media for national and regional accounts.

*January 1996 – December 1997*

**Graphic Designer | Spalding Sports Worldwide | Chicopee, MA**

Designed product graphics, packaging and collateral for several of Spalding's product lines.