

Graeme W. Ritchie

Senior Graphic Designer | Brand, Packaging, & Visual Design

Senior Graphic Designer with 15+ years of experience in packaging design, brand identity, and consumer packaged goods (CPG). Proven success delivering high-performing creative, packaging systems, and retail marketing assets for brands including Vistaprint, Hasbro, and CVS. Expertise in Adobe Creative Suite, art direction, illustration, and cross-functional collaboration.

PORTFOLIO

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CONTACT

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617-875-2176

EDUCATION

June 1997

BFA | University of Hartford

Summer 2020

Immersive UX Design

Part-time | General Assembly

CORE SKILLS

Brand Design

Packaging Design

Illustration

Art Direction

Marketing Creative

TOOLS

Photoshop

Illustrator

InDesign

XD

Sketch

Figma

Dreamweaver

Word

Excel

PowerPoint

LANGUAGES

English (Native)

Portuguese (Full Working)

Spanish (Professional Working)

EXPERIENCE

January 2018 – April 2026

Senior Graphic Designer | Vistaprint | Waltham, MA

Designed 200+ high-performing templates, contributing to increased customer engagement and conversion rates. Conducted in-depth market and trend research, translating insights into high-impact creative for brand collateral, marketing materials, logos, invitations, and packaging products.

June 2013 – February 2018

Packaging Graphic Designer | Hasbro | Pawtucket, RI

Led packaging design across the Nerf product line, developing visual systems and line looks for major product launches in partnership with internal teams and external vendors.

March 2012 – June 2013

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

Led the art direction and implementation of concepts for packaging, product artwork and in-store signage for several of Aqua Leisure's featured brands, including Swim School, Sunsmart, and Coppertone. Led art direction for product and lifestyle photography.

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 | Fineline Branding | North Smithfield, RI

Led creative projects for the startup creative department of an established printing production company [Fineline Graphics]. Art directed photo shoots, designed creative concepts for clients, primarily in Fineline'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.