

© Allison Cruzado, 2024
www.allisoncruzado.com
allisoncruzado@gmail.com

(Currently open to remote & freelance work)

Senior designer specializing in print and packaging, visual identity systems, and editorial design.

(Experience)

Hims & Hers
Senior Packaging Designer
October 2021–February 2024

Designed and developed custom Rx compounded prescription treatments and OTC retail products through thoughtful and considered packaging systems across the Hims & Hers brands. Oversaw projects end-to-end, from kickoffs with innovation and product development teams, to execution and delivery with copywriters and structural & industrial engineers.

Riel Editorial
Creative Director & Designer
January 2023–Present

Creative directing and designing books over at Riel, an independent publishing house based in San Juan, Puerto Rico.

Clinique, Estée Lauder
Senior Designer
September 2019–September 2021

Responsible for designing assets for promo materials for the 'Gift With Purchase' program. Worked closely with marketing teams in providing design solutions to ensure that the ask is met, as well as collaborating with packaging development counterparts to develop sustainable packaging.

Jones Knowles Ritchie
Freelance Designer
November 2017–August 2019

Collaborated alongside the team at JKR to create identity systems for various brands: Kashi® by Kids, Kashi® Go

Birchbox
Print & Packaging Designer
March 2014–October 2017

Worked with a small in-house creative team, concepting and creating visuals for a system in which the box design could change on a monthly basis, meeting budget goals and recurring quantities for delivery. Every month focused on a new theme for our subscribers, celebrating ideas, partnerships, and more. Assisted in launching Birchbox's first brick-and-mortar.

Birchbox
Freelance Designer
September 2013–March 2014

Capital DBG, Havas Worldwide
Graphic Designer
July 2012–March 2013

(Education)

Parsons, The New School
BFA, Communication Design
Dean's Scholarship
2009–2011

Altos de Chavón, School of Design
AAS, Communication Design
2007–2009

(Skills)

Figma
Adobe Creative Suite: Illustrator,
Indesign, Photoshop

(Manual Skills/Interests & Hobbies)

Ceramics
Silkscreen
Book binding

