

# ANJALI MENON CREATIVE DIRECTION

## EXPERIENCE

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Independent Product Designer  
Oct 2020 - present

I am currently working on two projects, one a desktop and mobile app for an online jewelry rental marketplace and the second a mobile app for a Chinese language learning consultancy. I am the sole product and branding designer on both projects, working closely with the client to redesign and restructure the user experience across both websites and app. I partner closely with the respective engineering teams to bring these designs to life.

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COTY  
Creative Director  
Celebrity and Lifestyle Fragrances  
Oct 2016 - present

Working across multiple fragrance brands, I lead a team of designers to develop packaging and 360° campaigns for use across multiple marketing channels. I align with marketing teams on the campaign strategy, direct photoshoots and build and implement print and digital assets. I work closely with cross functional partners locally and abroad to see package innovation from inception to production, all the while adhering to predetermined business goals. My team has an additional focus on designing seasonal giftsets and retailer specific in-store displays. I stay up to date on industry news and trends and maintain a vendor network comprising of comp houses, retouchers and photographers who I regularly collaborate with.

Junior Art Director, Fragrances  
August 2014 - October 2016

Lead designer for Jennifer Lopez, Vera Wang, Beyonce, Stetson and Classics brands. Lead the development of primary and secondary packaging, promotional material, in-store display, advertising and seasonal giftsets. Closely partnered with technical development teams during various stages of the development process. Attended press runs for packaging and glass spraying. Art directed still life and lifestyle photo shoots and retouching for digital media and advertising for use locally and globally.

Junior Art Director, Sally Hansen  
July 2012 - July 2014

Developed nail polish and nail art packaging, in-store displays, nail art and global PR materials. Art directed photo shoots for use on global advertising and displays. Worked with manicurists and hand models to develop and execute on-trend nail art styles for use in digital media and on in-store displays.

Graphic Designer  
September 2008 - July 2012

Designed invitation materials, event journals, banners, signage and floral arrangements for charity galas while collaborating with multiple vendors for the execution of all event collateral. Developed promotional booklets and educational material for Sally Hansen and Rimmel London, scented materials for all lifestyle fragrance brands and brochures for global use. Designed in-store display units for Rimmel, for use in retailers across the country.

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Kramer Design Group  
Senior Designer  
September 2007 - September 2008

Primary branding and packaging designer for 'The Collective', a luxury lifestyle menswear store with locations across India. Developed a comprehensive brand language comprising of corporate identity, a brand manual, signage, packaging & menus for an in-store cafe. Lead branding and packaging designer for 'PURE Home + Living', an interiors and lifestyle store in India, creating a unique brand language and packaging elements. Created a detailed style guide for both brands.

## EDUCATION

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School of Visual Arts, New York City  
Class of 2005

BFA, Graphic Design

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