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# TAYLOR DEZII

## CREATIVE DIRECTOR

### PROFILE

Taylor Dezii is a graphic designer and creative director with 19 years of experience leading major design projects for top-tier brands like Adidas, Wells Fargo, Verizon, and Target. Specializing in retail production, product packaging, and brand development, Taylor excels in custom packaging design, engineered dieline construction, 3D modeling, and production-ready artwork. His work supports leading brands in emerging industries by delivering scalable packaging systems that meet both creative and manufacturing standards.

### EDUCATION

BFA ART EDUCATION  
CAL STATE NORTHRIDGE  
2015 - 2019

### SKILLS

Adobe Indesign



Adobe Photoshop



Adobe Illustrator



Adobe Substance 3D



### PACKAGING DESIGNER CBDFX / 2023 -2025

Managed complete packaging specifications, including custom dieline engineering, 3D renders, layout design, and print-ready file creation • Provided written briefs for artwork to external suppliers, working closely with manufacturing partners, product designers, and engineers on features, functionality, costs, and production processes.

### ART DIRECTOR TRENDHAUS DISTRIBUTION / 2019 -2023

Managed design and production for a wide variety of packaging for retail products, including, display art, box packaging, POS displays, hang tags, printed collateral, merchandise design and catalog publishing • Engineered custom manufacturer dielines in communication to factories for manufacturing • Responsible for communicating technical specs for packaging with vendors and created new packaging styles.

### GRAPHIC DESIGNER THE KIND CENTER / 2013-2019

Created, edited, and delivered product label designs for retail packaging • Maintained brand consistency across all materials • Worked closely with team to meet production schedules • Adapted designs for various formats, including print and digital use.

### GRAPHIC DESIGNER NORTHSTAR MOVING / 2011-2013

Coordinator and joint supervisor of graphic designer's assigned projects, including company web and print production • Oversaw project development from initial concept to final implementation of all brand affiliated artwork and digital assets • Worked closely with other members of the marketing team to develop campaign concepts for seasonal community outreach initiatives.

### GRAPHIC DESIGNER PRESENTATION PARTNERS / 2007 - 2010

Played a pivotal part in creating magnetic, eye-catching presentations used for executive presentations, sales enablement, corporate marketing, and internal communications • Integrated brand development content into visually informative narratives • Rendered 3D charts, graphs and infographics from the analysis of the data provided by clients • Responsible for the production of policy manuals, training and educational materials for newly hired employees.

### GRAPHIC DESIGNER TERMINUS TESS / 2006 - 2007

Oversaw high volume custom apparel orders from initial concept to final pre-production samples Assisted screen printing staff in the development of production ready print files • Researched emerging fashion trends to provide clients with innovative merchandise solutions across an array of industries.

