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SUMMARY

Graphic Designer specialized in branding, packaging, and integrated marketing campaigns, with experience leading projects from concept to production. Adept in quickly creating cohesive brand systems, directing creative execution, managing freelance designers, and partnering cross-functionally with marketing, product, and leadership teams. Versed in translating business goals into powerful visuals across print and digital campaign touchpoints.

SKILLS

- Creative Direction
- Branding & Identity Systems
- Packaging & Instruction Manual Design
- Integrated Marketing Campaigns
- Art Direction & Photography
- Typography & Layout Design
- Freelance/External Creative Management
- Digital & Print Design
- Web & UI Design
- Adobe Creative Cloud
- Visual Storytelling
- Figma / UX Design
- Trade Show Graphics

EXPERIENCE

GRAPHIC DESIGNER

Beacon Wellness Brands | Newton, MA | July 2021 — PRESENT | [View Work](#)

- Lead visual design projects across packaging, branding, digital marketing, web design, social, and retail deliverables for five consumer product brands and collaborations.
- Manage freelance designers and external creative partners by gathering assets, providing creative direction and critiques, and ensuring work is suitable for our brand standards and meets deadlines.
- Directed the creative execution of brand refreshes and rebrands, translating marketing direction into functional visual systems across packaging, websites, marketing deliverables, and retail touchpoints.
- Led the design of the Cosmopolitan x plusOne collaboration by developing the packaging concept that resonated with both brands, which became the brand identity for our collaboration that informed PDP design, marketing materials, and retailer deliverables like displays and signage.
- Led the successful rebranding of Palmperfect, redesigning packaging, manuals, website assets, social media graphics, and PR materials, resulting in increased store count and higher visibility at Walmart.
- Steered the Plum Beauty brand refresh by developing moodboards, presenting creative concepts to stakeholders, guiding creative partners through critiques to develop a packaging template, for me to implement over 35+ Skus in less than a month for a successful launch that saved the brand from being dropped at Target.
- Developed instruction manuals across plusOne, Plum Beauty, Palmperfect, Belle, Mowbie, and the cosmopolitan x plusOne collaboration, balancing brand consistency, product communication, and product legal requirements.
- Directed product and model photoshoots, including styling, shot planning, asset selection, and traditional image retouching and with AI tools to elevate brand storytelling. Used AI tools to render packages.
- Collaborated cross-functionally with marketing, product development, leadership, and external creatives to ensure consistency across campaigns and consumer touchpoints.
- Designed digital campaigns, website assets, email graphics, social content, infographics, and motion graphics supporting product launches and marketing goals.

FREELANCE GRAPHIC DESIGNER

May 2020 — DECEMBER 2024 | [View Projects](#)

- Managed independent branding and design projects from discovery and concept development to completion and delivery, collaborating directly with clients to incorporate feedback, and delivering high-quality work on time.
- Developed logos, brand identities, websites, product information documents, and marketing materials, ensuring cohesive and impactful visuals tailored to the client's needs.
- Created strategic brand guidelines and organized design systems to ensure consistency and long-term usability for clients.

LEAD GRAPHIC DESIGNER

Anna Maria College | Paxton, MA | NOVEMBER 2020 — DECEMBER 2020 | [View Layouts](#)

- Established a structured grid system for editorial layouts, enhancing design consistency and workflow efficiency.
- Provided detailed critiques and design guidance to improve the quality of team projects.
- Led weekly training sessions to educate team members on advanced Adobe InDesign techniques, improving productivity and output quality.
- Ensured graphic elements aligned with institutional branding to maintain a cohesive visual identity.

GRAPHIC DESIGN INTERN

Pagio Inc. | Worcester, MA | JANUARY 2020 — APRIL 2020 | [View Work](#)

- Designed print and digital layouts for Pulse, Vitality, and Worcester Medicine magazines, optimizing content presentation and readability.
- Developed advertisements for local businesses to support sponsorship engagement and community visibility.
- Managed WordPress content formatting and visual presentation to boost online readership and brand presence.
- Rebranded marketing assets for Worcester Music Awards and Nurse Bar Crawl, leading to higher event participation and recognition.
- Created compelling editorial and promotional designs using Adobe InDesign, Photoshop, and Illustrator.

EDUCATION

BACHELOR OF ARTS IN GRAPHIC DESIGN

Anna Maria College | Paxton, MA | [View Exhibition Project](#)

- Summa Cum Laude •GPA: 3.97 •Dean's List, All Semesters

Study Abroad: I.A.U. with the Marchutz School of Art.

Aix-en-Provence, France | Studied fine art and photography at the Marchutz School of Art.

Google UX Design

Coursera | Online | October 2023-January 2025 | [View UX Projects](#)

- Completed seven courses on UX research, wireframing, prototyping, and responsive web design using Figma and Adobe XD.