

Melanie CHACÓN

PRINT & PACKAGING PRODUCTION ART MANAGEMENT

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EXPERIENCE

**09/2003 -
Present**

**MELANIE C. CHACÓN, FOREST HILLS, NY, FREELANCE
Graphic Design / Production Art Management**

Work directly with national brand clients, vendors and design firms to provide creative design assistance, project management and seamless transition of artwork from design implementation to final production.

- Creative design development, edits to print, digital & packaging design files
 - Insure adherence to brand standards
 - Development of digital assets for websites or mobile applications
 - Build precise mechanical artwork for collateral, print and consumer packaging layouts
 - Knowledge of FDA guidelines, nutritional information and pharmaceutical regulatory requirements for consumer packaging
 - Well versed in various print methods and layout requirements
 - Consult directly with clients to guide them through the implementation, proofing and printing phases of their projects
 - Anticipate potential production or printing issues and offer possible solutions
 - Attend pre-production meetings and press approvals
 - Manage 4/C image retouching and final proofing of photography using GRACoL or SWOP standards
 - Management of vendors & suppliers
 - Maintain asset management systems
- Clients: Colgate Palmolive, CBX - NY, Lander & Associates-New York, Lipson Alport Glass- NY, Little Big Brands, Southern Graphic Systems, Sterling Brands, Spring Design, Zack Group

**01/2015 -
07/2023**

**LITTLE BIG BRANDS, WHITE PLAINS, NY
Creative Production Manager**

Managed large volume projects from final design phases through mechanical development and pre-press proofing phases.

- Assisted in day-to-day oversight of the production team
 - Advised and consulted internally with all departments on print feasibility of designs based on supplied print specs
 - Hands on development of precise mechanical artwork for collateral print and packaging layouts
 - Well versed in FDA guidelines and Nutritional information related to consumer packaging
 - Attended pre-production meetings, press approvals and client meetings as required
 - Developed digital assets for websites or mobile applications
- Clients: Akorn Pharmaceuticals, Bridges Consumer Healthcare, Danone North America, Hain Celestial, Harvest Hill, Henkel, Maya Kaimal LLC, Pinnacle Foods, Prestige Brands, Ready Pac Foods, Inc., RJ Reynolds Tobacco Co., Stella & Chewy's, Sun Products, Supervalu Inc., Unilever, Vet Prime, WellSpring Pharmaceutical Corporation

STATEMENT

I like to partner with clients and creative teams to maintain design intent while working to insure consistent print quality across multiple vendors, substrates and forms.

EXPERIENCE

09/2006 -
02/2015

CBX, NEW YORK, NY **Creative Production Manager**

Primary role was to lead and motivate a team of skilled production artists and managers. Responsible for overall operation of the NY production department. Managed all aspects of print and package design artwork from final design phases into mechanical development and proofing. Maintained a full understanding and awareness of all production projects, time lines and deliverables. Managed resources and expectations to ensure deadlines were met in a timely manner.

- Provided technical supervision to the production staff to ensure accuracy and timely delivery of projects
 - Supervised production, handwork & proofreading teams
 - Worked in conjunction with the studio manager, creative and account teams to manage and plan for resources
 - Managed 4/C image retouching and proofing of photography using GRACoL or SWOP standards
 - Promoted communication between internal production, account and creative teams to ensure seamless transition of project information to the production teams
 - Advised and consulted internally with all departments on print ability of designs based on supplied print specs
 - Partnered with client services to align on proposals, budgets and overall production value added strategies
 - Opened the lines of communication and establishing trust with clients and vendors
 - Attended pre-production meetings, press approvals and client meetings as needed
 - Established and implemented quality assurance standards for all released mechanical files
 - Annual performance reviews for the production staff
 - Coordinated with human resources on potential candidates for hire
 - Coordinated with director of IT on departmental technical needs
 - Developed and maintained relationships with freelance resources, suppliers, comp houses, printers & separators
- Clients: Big Heart Pet Brands, Cadbury Schweppes, Colgate-Palmolive, Conagra Foods, Del Monte, Dr. Pepper Snapple Group, Dial Corporation, Duane Reade, Mars Inc., McNeil, NJOY, The Scott's Company, Rite Aid, Walgreen's, Wawa

SKILLS

- Software - Adobe Creative Suite (Illustrator, Photoshop, InDesign) QuarkXpress, Microsoft Office, Keynote, Numbers, Word Press, Adobe Acrobat
- Various online proofing applications
- Several asset management systems & project management platforms
- Expert knowledge of print methods - HD Digital, Flexographic, Lithographic, Roto Gravure, Dry Offset
- FDA / Nutritional Guidelines for CPG
- Pre-press management
- Strong Organizational skills
- Detail orientated
- Strong Managerial skills
- Fluent in Spanish

EXPERIENCE

**01/2005-
01/2006**

LIPSON ALPORT GLASS, NEW YORK, NY
Freelance Production Manager (Contract)

- As a freelancer, assumed responsibility of the NY production department upon departure of the director.
 - Worked with a team of artists in producing precise digital mechanical art for consumer packaging layouts
 - Overall project management
 - Maintained relationships with clients, separators & printers
 - 4/C image retouching of photography
 - Directed freelancers, illustrators and photographers
 - Establish and maintained project schedules & budgets
 - Organization of files and deliverables
- Clients: Diagio, Kraft Foods, Inc., Mars Inc., Pepperidge Farms, Spalding

**09/1996 -
01/2006**

FUTURE BRAND COLEMAN, NEW YORK, NY
Creative Production Manager

- Managed all aspects of package design artwork from conceptual design, refinements, and line extensions into a production / pre-press phase.
- Overall project management
 - Enforcement of standard operating procedures
 - Coordinated press runs and pre-press activity
 - Worked closely with clients, separators, printers, and internal design teams
 - Responsible for on time delivery of design projects, precise mechanical art, readers or comps
 - Worked directly with freelancers, illustrators and photographers
 - Established and maintained project schedules
 - Organization of files and deliverables
 - Adhered to tight deadlines
- Clients: Goya Foods, Inc., Kraft Foods, McNeil Consumer Healthcare, McNeil Specialty Products, Mott's Inc., Nabisco Lifesavers, Nestlé Foods, Reynolds Metals, Inc., Snapple Beverage Group, Welch's, Pillsbury

EDUCATION

1986 - 1991

Texas Tech University, Lubbock Tx
BFA Degree / Design Communications
Minors in Package Design & English

REFERENCES

Jim Williams

Principal / Creative Director, STR18
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Joe Ruiz

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