



ERICA TAYLOR

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SUMMARY

A mid-level graphic and production designer with over 4 years of experience and an eye for the details. Proven track record executing luxury packaging projects from ideation, to design, to production in fast paced environments. Designs are created with brand guidelines, legal requirements, print method, substrate, and budget at top of mind. Recently returned from an intentional gap year abroad backpacking Europe and Australia and is ready to dive back into the workforce refreshed and full of inspiration.

EDUCATION

California Polytechnic State University, San Luis Obispo

Bachelor of Science in Graphic Communication, Minor in Packaging
Magna Cum Laude

EXPERIENCE

Planned Sabbatical | International Travel

May 2025 - Feb. 2026 | Europe & Australia

- Organized and executed a five-month backpacking trip through 13 countries in Europe, managing logistics and budgeting while strengthening adaptability and problem-solving skills.
- Relocated to Sydney, Australia on a Working Holiday Visa, demonstrating an adventurous spirit and a self-starter mindset. Secured a fast-paced role in retail managing customer-facing operations and executing over \$80k in sales.

Packaging Production Designer | Trinchero Family Estates (Sutter Home Winery)

Jan. 2022 - May 2025 | Napa, California

- Created over 1,200 print-ready creative files for wine and spirits packaging, such as labels, cartons, corks, and screwcaps for 50+ brands including Sutter Home, M nage   Trois, Joel Gott Wines, Seaglass & Tres Agaves.
- Designed product line extensions with printing method, budget, and existing brand guidelines at top of mind.
- Organized creative assets for several brands, including brand maps of packaging components to ensure consistency.
- Attended 30+ label and carton press checks across the San Francisco Bay Area and maintained positive relationships with print partners. Maintained and organized drawdowns, color targets, physical proofs, and production samples.
- Lead packaging designer on a carton redesign cost savings initiative set to save the company \$1.5 million over 3 years.
- Managed multiple projects concurrently, ensuring deadlines were met in a fast paced environment.

Project Manager | Treeform Packaging

July 2021 - Jan. 2022 | Alamo, California

- Managed project lifecycle for custom packaging such as labels, tins, pouches, and boxes, including client communication, quotes, artwork creation, press checks, quality control, etc.
- Communicated with vendors in China, often involving language barriers to ensure production quality was up to standard and product arrival met deadlines.

Packaging Design Intern | Packaging Options

June - Dec. 2020 | Alamo, California

- Communicated directly with clients, pitching and perfecting new packaging designs that followed current brand guidelines.
- Adhered to client budget, timeline, and production limitations, while partnering with engineers to develop complex dielines.

Production Worker | Shirt & Ink

Sept. 2016 - Sept. 2019 | Trooper, Pennsylvania

- Worked production and front of house at Shirt & Ink, a custom t-shirt printing house, taking inventory, completing payments, weeding vinyl, and operating direct-to-garment (DTG) printers and heat presses.

TECHNICAL SKILLS

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Adobe Premiere Pro
- Artwork Review Software: Artwork Flow by Esko
- Microsoft Office, Wrike & Asana

CREATIVE SKILLS

- Drone Operation
- DSLR Photography
- Video Editing
- Copywriting
- Typography
- File Organization

SOFT SKILLS

- Detail Oriented
- Problem Solver
- Dependable
- Flexible
- Self Sufficient
- Positive Attitude

AWARDS / CERTIFICATIONS

- Wine & Spirit Education Trust Level II (WSET Level II)
- Certified Specialist of Spirits (CSS)
- Women of the Vine and Spirits 2024 Fuel Your Dreams Scholarship
- Responsible Service of Alcohol (RSA for New South Wales, Australia)