



ilysa sirota
brand & packaging designer

contact

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portfolio

www.ilysasirota.com

education

Fashion Institute of Technology
2018 - 2022

- BFA in Packaging Design
Minor in English and Art History
- AAS in Communication Design

achievements

Phi Theta Kappa - Honor Society
Deans List - 8 Semesters

skills

Adobe Programs:

- Illustrator
- Photoshop
- Indesign

Illustration

- Freehand
- Digital
- Icon development

Design Strategy

- Brand Positioning
- Brand Expression
- Content
- Naming
- Type Treatments

Social Media Marketing

- Graphic Content
- Content Strategy
- Insight Development

Genius Multitasker

work experience

Wallace Church & Co

Packaging Design Intern | January 2022 - May 2022

Johnson & Johnson

Brand Experience Design Intern | June 2021 - August 2021

- The J&J Design Studio is the internal design team of Johnson & Johnson who create compelling end-user solutions on a global basis
- Collaborated in a team environment developing graphic design innovation projects, brand re-stages, iconography development, logo and word mark development. Brands included Zyrtec, Johnson's Baby and Neutrogena
- Advanced proprietary concepts with the team that moved multiple projects forward for brand launches

Eva-NYC

Packaging Design Intern | January 2021 - June 2021

- Supported the lead packaging designer to create, design, and maintain the existing graphics standard system
- Liaised with various teams, making final edits to the artwork files for final approval
- Became knowledgeable in Sustainable Design as the brand launched 100% infinitely recyclable aluminum packaging

FIT Student Activities Board

Graphic Designer | December 2020 - March 2022

- Concepted visuals for events and collaborated with the marketing team to implement
- Designed campaigns that ranged from advertising to social media posts
- Maintained content on all platforms for consistency and updated messaging
- Print production exposure

Stayware

Brand Designer | January 2018 - June 2021

- Created new packaging to be sold direct-to-consumer on e-commerce websites such as Amazon
- Designed and managed the company's website
- Generated social media presence and promoted sales in content