

ANGELIKA BERMINGHAM

Art Director | Brand Systems, Packaging & Creative Leadership



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Art Director specializing in CPG branding, packaging systems, and integrated creative across retail and e-commerce environments. Experience leading brand initiatives from concept through launch while translating business objectives into scalable consumer-facing creative. Combines strategic thinking, cross-functional collaboration, and hands-on creative direction to deliver impactful work across packaging, digital, social, and marketing channels. Skilled in brand development, creative leadership, and mentoring designers within fast-paced consumer and agency environments.

PROFESSIONAL EXPERIENCE

ART DIRECTOR / BRAND MANAGER (CONTRACT) — POWKAKES

2025–Present | Consumer Packaged Goods

- Led development and launch of a consumer CPG brand, building scalable packaging systems for retail and e-commerce
- Directed packaging design across multiple SKUs, establishing flexible brand frameworks to support product expansion
- Developed integrated brand systems and modular asset toolkits across packaging, Amazon, social, and marketing channels
- Led creative direction and launch of a conversion-focused e-commerce website supporting brand storytelling and engagement
- Art directed product photography and developed social and motion-ready assets to support ongoing campaigns
- Managed Amazon Seller Central operations, fulfillment coordination, and launch support to maintain accurate delivery workflows and e-commerce performance

BRAND INNOVATION LEAD — ST. CHARLES TRADING

2025–Present | B2B & Consumer Brand Development

- Lead brand innovation and packaging initiatives, translating product concepts into scalable consumer-facing brands and private-label programs
- Partner cross-functionally with product, sales, sourcing, and marketing teams to align creative with go-to-market and retail strategies
- Oversee concurrent creative initiatives while maintaining consistency across packaging systems, campaigns, and brand communications
- Utilize AI-assisted concepting and ideation workflows to accelerate creative exploration and campaign development
- Direct tradeshow creative, booth environments, and supporting materials to strengthen brand visibility and engagement
- Provide creative leadership and mentorship to a mid-level designer while overseeing execution across packaging, brand, and marketing initiatives

ART DIRECTOR — G&S BUSINESS COMMUNICATIONS

2022–2025 | Agency (B2B & Regulated Industries)

- Led art direction for integrated campaigns, translating complex subject matter into clear, visually compelling creative
- Balanced conceptual development with hands-on design execution across digital, print, and campaign assets
- Partnered with strategy and account teams to deliver cohesive, insight-driven work
- Utilized generative AI tools to support ideation, moodboarding, creative exploration, and production efficiency
- Mentored junior creatives and maintained high standards across concurrent packaging and campaign initiatives
- Work recognized with **Platinum Hermes Award** and **Gold Muse Award**

ART DIRECTOR — REVOLUTION GLOBAL

2018–2022 | Multi-State Consumer Brand (Cannabis)

- Led packaging, brand, print, and digital design initiatives across a fast-growing multi-state consumer brand environment
- Supported large-scale brand execution across multiple markets, balancing regulatory requirements with cohesive consumer-facing creative
- Collaborated cross-functionally with marketing, production, and operational teams to deliver integrated brand assets across retail and digital channels
- Developed expertise in high-volume creative production, packaging systems, and multi-channel campaign development

BACKGROUND

CORE COMPETENCIES

- Brand Systems & Visual Identity
- CPG Packaging & Retail Design
- Creative Direction & Design Leadership
- Consumer Brand Development
- Retail, Amazon & E-Commerce Execution
- Integrated Campaign Development
- Cross-Functional Creative Strategy
- Production, Vendor & Workflow Management

TOOLS AND PLATFORMS

- Adobe Creative Suite
 - Illustrator
 - InDesign
 - Photoshop
 - Express
 - Premiere
- Figma, Canva
- Midjourney, ChatGPT, Adobe Firefly
- AI-Assisted Creative Concepting & Ideation
- Asana, Wrike, Hootsuite
- Microsoft Office, Teams

INDUSTRY EXPERIENCE

- Consumer Packaged Goods / CPG
- Food & Beverage / Ingredients
- Regulated Industries (Cannabis)
- B2B & B2C Brand Environments
- Advertising & Agency

EDUCATION

- Bachelor of Fine Arts
Visual Communications
 - International Academy of Design and Technology