

ANGELIKA BERMINGHAM

ART DIRECTOR | CPG BRAND & PACKAGING | CREATIVE LEADERSHIP

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PROFESSIONAL SUMMARY

Art Director specializing in CPG brand development, packaging design and systems, visual identity, retail, e-commerce, and integrated creative. Leads brand initiatives from concept through launch, translating business objectives into consumer-facing creative across packaging, campaigns, digital, social, and marketing. Experienced in creative direction, cross-functional collaboration, team leadership, and designer mentorship across consumer, agency, and regulated-industry environments.

CORE COMPETENCIES

Creative Direction & Art Direction • Brand Strategy & Development • Brand Systems & Visual Identity • CPG Packaging Design & Production • Packaging Systems & Labeling • Retail & E-Commerce Creative • Campaign Development • Digital & Social Creative • Creative Team Leadership & Mentorship • Cross-Functional Collaboration • Photography & Video Art Direction • Vendor & Production Management • AI-Assisted Creative Development • Project & Budget Management

PROFESSIONAL EXPERIENCE

ST. CHARLES TRADING

Brand Innovation Lead | 2025–Present

B2B & Private-Label Brand Development

- Lead brand innovation, packaging design, and creative development across B2B and private-label programs, translating product concepts into scalable brand systems and packaging solutions.
- Partner cross-functionally with product, sales, sourcing, marketing, and production teams to develop brand and packaging solutions aligned with product strategy, customer needs, and business objectives.
- Direct creative across concurrent packaging, brand, campaign, and marketing initiatives, maintaining consistent visual systems and brand standards across B2B and private-label programs.
- Manage and mentor a mid-level designer, providing creative direction, prioritization, feedback, and oversight across packaging, brand, and marketing initiatives.
- Direct trade show creative, booth environments, and supporting marketing materials across industry events.
- Leverage AI-assisted creative workflows, including ChatGPT and Adobe Firefly, to accelerate concept development, ideation, visual exploration, and campaign development.

POWKAKES

Brand Creative Lead | 2025–Present

Consumer CPG Brand

- Led the development and launch of a consumer CPG brand, establishing brand positioning, visual identity, packaging architecture, brand guidelines, and creative systems from concept through market launch.
- Directed packaging design across multiple SKUs, developing cohesive packaging systems and visual standards for retail and e-commerce environments.
- Developed integrated consumer brand assets across website, Amazon storefront, social media, digital marketing, and e-commerce channels.
- Managed Amazon Seller Central operations, including product listings, storefront content, fulfillment, and FBM shipments.
- Directed product photography and visual content development for e-commerce, digital marketing, and consumer-facing brand communications.
- Developed social content and campaign creative to build brand awareness and support consumer marketing initiatives.

G&S BUSINESS COMMUNICATIONS

Art Director | 2022–2025

Agency | B2B & B2C Brand Communications

AWARD-WINNING PROJECT: Tendovo First Look User-Generated Content Program — **Platinum Hermes Creative Award + Gold MUSE Award, Integrated Marketing**

- Led art direction and creative development for integrated campaigns supporting global and national brands across B2B and B2C audiences.
- Managed and mentored one direct-report designer and provided indirect creative leadership to two additional designers within a dedicated creative pod.
- Participated in daily senior-level creative reviews to evaluate incoming work, assess team capacity, prioritize projects, and allocate resources across four creative pods.
- Oversaw and creative-directed work across motion, video, and production resources, including three motion designers, two production artists, and a video editor, as needed throughout the project lifecycle.
- Developed brand systems, campaign concepts, and visual assets across digital, print, social media, and environmental channels.
- Partnered with account and production teams to translate client objectives and business goals into strategic, cohesive creative solutions.
- Directed photography and video projects from pre-production through art direction and post-production oversight.
- Conceived and led creative direction for Tendovo First Look, developing the platform concept, experience strategy, content architecture, interactive UX patterns, scalable visual systems, regional personalization, and conversion pathways.

REVOLUTION GLOBAL

Art Director | 2018–2022

Multi-State Consumer Brand | Regulated Cannabis

- Led the creative direction for the Revolution Global brand rebrand and broader multi-state cannabis portfolio, developing visual direction across product categories while maintaining brand consistency and navigating state-specific regulatory requirements. Partnered with leadership for creative approval and external vendors for production, costing, and execution.
- Developed packaging systems across diverse formats—including full-color pouches, labeled jars, small-format cartons, and cartridge tubes—ensuring required regulatory information, labeling, and brand standards were accurately applied across state markets.
- Increased social media followers by 50% in a single year through strategic content development and creative direction.
- Identified packaging efficiencies and cost-saving opportunities through packaging audits and production analysis.
- Partnered cross-functionally with marketing, product, compliance, and operations teams to translate business objectives and regulatory requirements into scalable creative solutions.
- Directed creative development for photography and video projects, including concept development, shot lists, prop styling, and art direction in collaboration with an in-house photographer/videographer.
- Supported new market launches and product introductions through localized creative, packaging adaptations, and market-specific brand assets.

INDUSTRY EXPERIENCE

Consumer Packaged Goods (CPG) • Food & Beverage • Foodservice & Ingredients • Cannabis / Regulated Industry
• Advertising & Marketing • B2B & B2C

EDUCATION

Bachelor of Fine Arts, Visual Communications — International Academy of Design and Technology

SOFTWARE & TOOLS

Adobe Illustrator • Adobe InDesign • Adobe Photoshop • Adobe Express • Adobe Premiere Pro • Figma • Canva • Midjourney • ChatGPT • Adobe Firefly • Asana • Wrike • Hootsuite • Microsoft Office • Microsoft Teams