



SC SANDRA CANTLIN

OVERVIEW

Dedicated and passionate creative professional seeking challenging and rewarding opportunity that best channels 14+ years of success in design industry attending both the big picture and small details. Accomplished at leading design teams and partnering with cross-functional groups on both global and local initiatives. Brings strategic approach, strong communication and effective time management.

PROFESSIONAL EXPERIENCE

Wm. Wrigley Jr. Company

Design Manager

March 2001-August 2008 | Chicago, IL

Design and management for packaging initiatives covering international brands Juicy Fruit, Doublemint, Spearmint, Extra, Orbit, Freedent, Solano. Collaboration with regional and local marketers to achieve successful launches on a global scale. Partner with design agencies, production teams, separators and printers. Responsible for visual equity guidance and brand usage.

- Directed global redesign of Juicy Fruit focusing on Russia, China and Canada. Attended local research groups. Successful launch of 65+ items into Canada.
- Lead "shoot-out" style redesign of Wrigley traditional brands for US. Managed and directed 3 creative agencies through design, research and launch.
- Designed new look for Extra and Freedent brands in US and Europe

Launch Creative

Graphic Designer, Account Executive, Production Artist

September 1995-March 2001 | Hillside, IL

Held multiple role position within mid-size design studio focusing on design solutions, project management and client relations. Designed packaging and sales collateral. Interfaced with clients acting as account executive. Transitioned final designs into production. Worked with multiple suppliers to complete successful product launches.

Graphics Plus

Graphic Designer

March 1995-August 1995 | Lisle, IL

Developed creative group for established service bureau. Worked directly with clients to create speciality print items, catalogs, direct mail pieces and corporate identity.

The Copy Shop

Graphic Designer, Department Manager

February 1993-February 1995 | Bloomington, IL

Managed art department within local print shop. Designed logos, brochures, posters, invitations, catalogues and direct mail pieces.

TECHNICAL SKILLS

Illustrator, Photoshop, InDesign, QuarkXpress, Acrobat, PowerPoint, Word

EDUCATION

Illinois State University

Bachelor of Science - Graphic Design

May 1992 | Bloomington, IL

CONTINUED EDUCATION

IIT Design School

Enrolled

Masters of Design Methods

Fall 2008 | Chicago, IL

PROFESSIONAL MEMBERSHIPS

DMI - Design Management Institute

CONTACT INFO

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