

The background is a painterly illustration. On the left, a dark brown wooden post stands vertically. A heavy metal chain with large, dark links hangs from the post. To the right of the post, several green vines with large, heart-shaped leaves climb upwards. The sky in the background is a mix of light blue and white, with soft, painterly clouds. The overall style is artistic and somewhat somber.

Creative Highlights By

# Serena Bales

[www.designsbyserena.com](http://www.designsbyserena.com)

Employment at

**AMERICAN GIRL**







# SENIOR GRAPHIC DESIGNER

## On-site Contractor at American Girl

Pro Unlimited, Inc., Middleton, WI ▪ December 2014–August 2015

American Girl., Middleton, WI ▪ May 2014–December 2014

- Part of a team that designed key retail store displays & signage, product packaging, and marketing collateral for Beforever®, TrulyMe®, and 2015 Girl of the Year® Grace Thomas®, Mary Ellen®, and Bitty Baby® brands.
- Created detailed sketches for product photo shoots, packaging, signage, retail store product windows, and marketing collateral.
- Lead designer for the Fancy Cocker Spaniel Pet package.
- Art Directed product photo shoots.
- Adhered to marketing objectives, product specifications, and branding requirements.

**Results:** Warehouse club sales tripled in 2014. A 25% increase in brand consumer recognition from retail launches.

**Teamed with:** copywriters, designers, art directors, product managers, creative directors, vendors, printers, photographers, and internal and external clients.

**Clients:** American Girl® internal clients.

## SKILLS

### Apple MAC platform

### Software Used

#### Adobe CC

- InDesign
- Photoshop
- Illustrator
- Acrobat

#### Microsoft

- Word
- PowerPoint
- Excel
- Outlook

### Job Duties

#### Design

- Pre-press
- Layout
- Color correction

#### Art Direction

- Project/team lead
- Photo direction
- Photo Color checks

#### Illustration

- Concept sketching
- Technical and realistic
- Digital and traditional
- 2D & 3D

#### Additional

- Branding - followed the brand and product style guides.
- Color research



# RETAIL STORE AND FIXTURE SIGNAGE

## 2015 Girl of the Year™, Grace Thomas™ Retail Store Product Display Windows

The objective of this project was to design product windows that not only highlighted the New Girl of the Year products but her story. These product display windows were at American Girl's flagship stores located in New York, Chicago, and Los Angeles.



*The photo above was taken of the New York (5<sup>th</sup> Ave.) retail store.*



*The drawing is one of two concepts I came up with for the launch of the Girl of the Year (2015) Grace Thomas™.*

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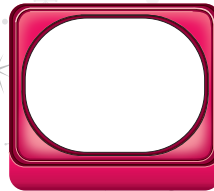
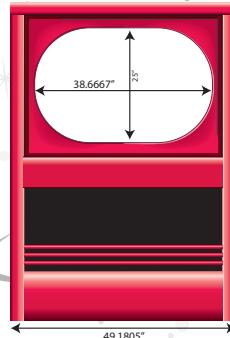
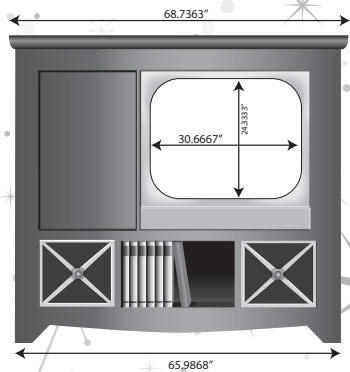
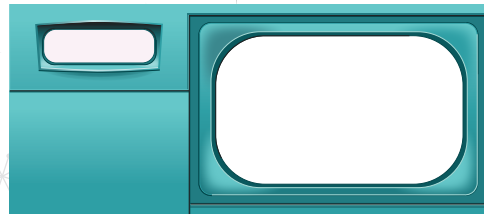
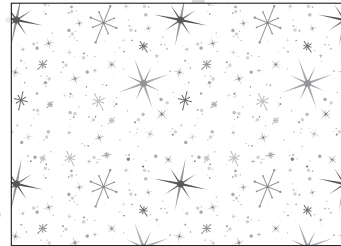
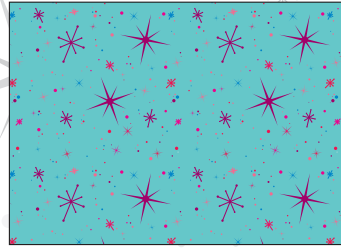


# NY, CH, LA - PRODUCT DISPLAY WINDOWS

## Maryellen Larkin™ Retail Store Product Display Windows

I was tasked to design the artwork for both display windows for Maryellen Larkin™. One display window would be in color with a stack of different 1950 TV's with Maryellen's TV in the center. The second display window would be in black and white with only product and the lockout in color.

Researched TVs from the 1950's and used Maryellen's branded colors on the TVs. Designed all the TV's to scale so the product could sit inside each of them. Also designed the patterned backgrounds, clings, signage, and misc. graphics for these product windows.



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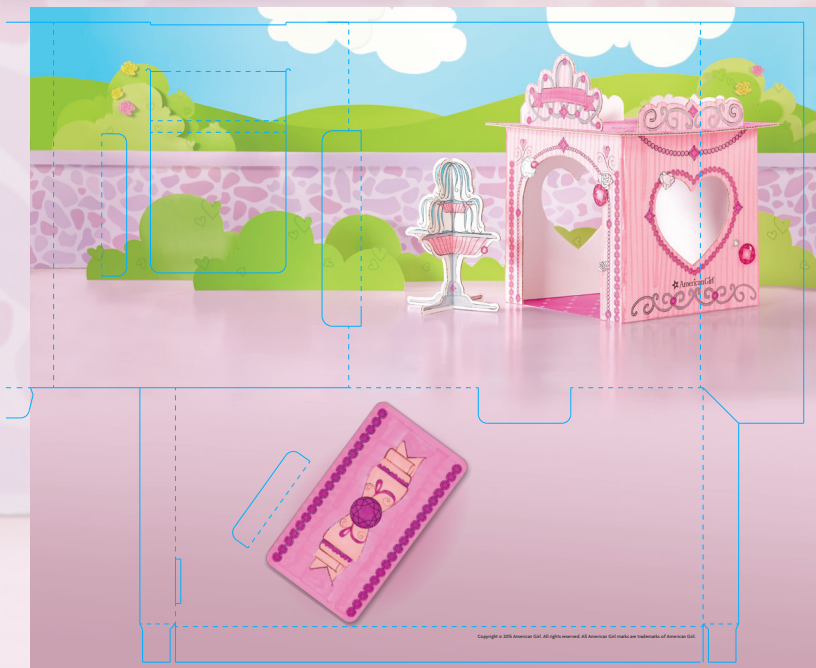


# PRODUCT PACKAGE DESIGN

## Fancy Cocker Spaniel Pet House Set Posable Pet, Pet Package

Designed the Fancy Cocker Spaniel Pet-House Set packaging artwork. Conceptualized the packaging theme using product that was included in set and using a package die cut from the existing American Girl® Pet-House sets. Did an extensive color research for the color theme of the package so it would differentiate itself from the existing pet packages. Created background props for the photo-shoot. Art directed the product photo-shoot.

*Product sold at Costco locations only.*



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# PRODUCT PACKAGE DESIGN



Costco product pallet design.

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# RETAIL MARKETING



Cafe Drink Menu



Product Tags



Store Bistro Invitation

Designed menus, invitations, product tags, stanchions, and etc.



Art directed added hair styles.



Front and Back Stanchion Sign for the hair salon.

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# RETAIL STORE AND FIXTURE SIGNAGE

## Beforever™ Retail Store and Fixture Signage

Part of a team of designers that created and finalized all wall and display signage and marketing collateral.



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