Alicia Noble

GRAPHIC DESIGNER / PROJECT MANAGER

Nashville, TN

a.greer397@gmail.com
615.243.9851 mobile

I am a detail oriented and organized graphic designer and project manager with a wide range of experience designing and leading branding, marketing, and package design projects.

Education

BFA in Graphic Design

Middle Tennessee State University

Murfreesboro, TN
May 2005 - May 2008

Earned Bachelors of Fine Arts in Graphic Design.
Vice President of student chapter of the AIGA.
Graduated Cum Laude.

Associates in Graphic Design

Nashville State Community College

Nashville, TN
May 2002 - May 2005

Graduated Summa Cum Laude.

Tennessee Technological University

Cookeville, TN
May 1999 - May 2002

Studied Civil Engineering and participated in the Honors Program and the Coop Education Program.

Certificate in Project Management

Purdue University

Experience

Project Manager / Graphic Designer at SGK! On-site at Dollar General Corporation

Goodlettsville, TN
Oct 2014 - Present

SGK

• Work with the Dollar General Director of Private Brands, marketing team, merchandising teams and other agencies to manage the creation and execution of Private Label packaging artwork and branding programs for Dollar General. Design new packaging concepts and create concept presentations for executive review.
• Coordinate with SGK Asia production studio on timelines and production of large packaging programs with large SKU counts.
• Work directly with Dollar General, Dollar General Global Sourcing, SGK Asia and other suppliers to maintain brand standards and approve designs and color samples.
• Use the online proofing tool BLUE to manage project timelines and proof and approve SGK artwork. Helped transition the artwork proofing process from email to BLUE software by developing the software process template for routing artwork for approvals. Create training documents and train new users in the software.
• Work with photography studios to provide photography direction and briefs for product photography. Coordinate with the client and studio on photography revisions and approvals.
• Create presentations showing current packaging trends and competitor packaging for merchandising and executive review.

Category/Production Manager

The Clever Factory

Nashville, TN
Apr 2009 - Present

• Progressed from Graphic Designer to Project Leader to Category / Production Manager in an extremely fast paced publishing environment
• Manage/direct the concepting, designing and development of children's toys, products and packaging as well as various home decor products.
• Prepare and approve materials for prepress and mass production.
• Responsible for production schedule and timeline of all products being designed and going to factories for mass production.
• Coordinate with Art Director and Sales Department to direct artwork, manage and mentor designers in multiple departments as Category/Production Manager.
• Oversee the creation of corporate and vendor specific packaging using client supplied style guides.
• Coordinate with domestic and international manufacturers and printers.
• Keep track of PPR and product testing protocol and rules to ensure packages pass testing.
• Manage and maintain on hand sample inventory.
• Using PowerPoint and Excel; create and manage all category specific product presentations for internal sales staff and client buyer review.

Intern Experience

DVL Public Relations and Advertising

• Designed materials to be used in house, as well as brochures and promotional materials for clients under quick deadlines.
• Clients include Nashville YWCA, Goodwill Corporation, University of Tennessee Alumni Association, Johnston & Murphy, and Jack Daniel's.
• Participated in photo shoots, press checks and production meetings.

HNTB

• Completed CAD drawings for roads and bridges.
• Worked on drainage and other calculations for road and bridge projects for TDOT.

Interests and Activities

Enjoy racing sailboats, dancing, live music, cooking, camping, hiking and kayaking with family and dogs.
I currently serve on the Board of Directors for Percy Priest Yacht Club.

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