

Joanna M. Hawley

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Education **Carnegie Mellon University**

BFA with College Honors, 2007

Industrial Design, minor in Photography & Digital Imaging

Dean's List: Fall 2004, Spring 2004, Fall 2006

Experience **Bright Innovation** | freelance designer

Ongoing since 2008

Remotely collaborated with design team to create several unique patterns and provide general design assistance.

Pacific Trade International

July 2007 - May 2009

Chesapeake Bay Candle, sales coordinator

Marketed and merchandised on-trend home fragrance collections for Target. Directed designers in the strategic development and execution of packaging and marketing initiatives. Worked extensively with sourcing teams and factories in China and Vietnam to ensure on-time delivery of samples and communication.

Proficiencies

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Adobe Dreamweaver

HTML

Rhino

SolidWorks

Microsoft Office Suite

Wholesale & Retail Marketing

Social Media

Planning

Trend Research

Joys

filling my passport

eating good cheese

rock climbing

patterns and colors

Blissliving Home, textile designer

Developed a strong brand identity through design of textiles, small furniture, and packaged candles. Created brand-right promotional materials: mass email campaigns, catalogs, and wholesale collateral. Maintained e-commerce website. Assisted in photoshoot planning, styling, and execution.

Chesapeake Bay Candle, packaging designer

Designed trend-specific packaging for several collections at Target. Traveled to various trade shows to forecast trends for product development. Worked extensively with the sourcing department to gain technical knowledge of manufacturing techniques and guidelines. Executed technical drawings.

2006 International Design Workshop | 2nd place winner

National Cheng Kung University, Tainan City, Taiwan

May - June 2006

As a chosen representation of Carnegie Mellon's Design program, rapidly developed a multicultural tea experience with local students.

Vocollect, Inc | product design intern

June - August 2006

Researched new markets for wearable speech technology. Findings were integral in the inspiration of future product development.