

PAIGE SPANIER

WORK EXPERIENCE + HIGHLIGHTS

Senior Graphic Designer

P.F. Chang's May 2024 - Present

- Led P.F. Chang's website rebrand and collaborated with developers to implement wireframe designs for landing pages, web flows, and web assets
- Solo-designed 27 master menu versions (Main, Takeout, Outdoor, Dessert, and Beverage) under tight deadlines
- 26,784 plays & 7.7M impressions | Created a high impact video for a campaign for Planet Hollywood, Las Vegas
- Solo art directed the Cherry Blossom Martini Photoshoot for Valentine's Day/ Mother's Day campaigns
- Improved email design work flow by utilizing Figma to collaborate with multiple departments and view full email campaigns

Production Graphic Designer → Creative Specialist

ILLUME Jul 2021 - Nov 2023 (promoted Jan 2023)

- Promoted to Creative Specialist taking on multiple creative roles & owning product photography
- Art directed & photographed lifestyle photos for Drew Barrymore's *Beautiful* candle collection sold by Walmart
- Solely managed & produced product photography for ILLUME's candle brand as well as select candle collections for Walmart, Target, Madewell, and Anthropologie
- Effectively increased employee awareness of company-wide updates and boosted team moral through creating a company newsletter alongside a team of department heads
- Attended press checks to color match packaging and ensured high quality production and brand consistency

Production Graphic Designer

Truly Engaging Oct 2019 - Dec 2019 contract | Jun 2020 - Jul 2021

- Managed personalized customer requests by customizing templates for wedding stationary, calendars, promotional materials for realtors, Christmas cards; guided customers on layout & color

Graphic Designer Production Artist

National Sports Center Summer 2018

- Designed all marketing collateral for USA CUP, the largest international youth soccer tournament (participating teams from 20 countries & 20 states)
- Strengthened sports identity and emotional connections through stationery designs, promoting engagement and anticipation for sporting events
- Managed in-house print production using wide-format printers & cutters

TOOLS

Adobe CC

After Effects
Illustrator
InDesign
Lightroom
Photoshop
Premier
Media Encoder
Figma
Basic HTML/CSS

EDUCATION

University of Minnesota Duluth

BFA in Graphic Design—Studio Emphasis
Minor: Arts in Media
Minor: Photography
May 2019

CERTIFICATION

UX Academy Certificate

Designlab—Remote Bootcamp
Dec 2023

CONTACT

651-230-7973
paigespanier@outlook.com
paigespanier.com

