SEAN TRAVERS

Packaging & Brand Designer

Summary

Packaging and brand designer who takes products from concept to factory: designing within licensor style guides, including team work on an officially licensed Eggo® toaster, and delivering dielines, preflighted files, and physical mockups to overseas vendors.

Experience

Premier Accessory Group — Designer (Packaging & Visual) • Cranbury, NJ
Dec 2024 – Present

- Take packaging from structural sketches and rapid prototypes to final dielines, preflighted files, and physical mockups for overseas vendors.
- Played a key role on the team that designed packaging and an illustrated instruction manual for an officially licensed Eggo® toaster, applying the brand style guide through multiple rounds of licensor QA to final approval.
- Designed a PocketBreeze packaging redesign presented to the client, exploring four directions to modernize the brand and improve shelf impact, plus a PDQ display tray for Walmart shelving; iterated toward a cooler look based on client feedback.

Sewphistication LLC — Graphic Design Intern • Lambertville, NJ
Aug 2024 – Dec 2024

- Created brochures, webpages, and promotional materials with consistent brand messaging across print and digital.
- Produced printed apparel and merchandise aligned with client brand aesthetics.

Noble Steed Music — Graphic Design Intern • Westfield, NJ
Oct 2023 – Dec 2023

- Created promotional visuals and Instagram ads tailored to emerging artists' branding.

TCNJ Outdoors Club — Executive Board Designer (Volunteer) • Ewing, NJ
Feb 2022 – Jun 2024

- Led the identity refresh for a club of about 400 members after the COVID-19 shutdowns, including a new logo system, social media campaigns, and merchandise.

Kappa Sigma Phi Alpha — Merchandise Chair • Ewing, NJ
Feb 2022 – Sep 2023

- Designed chapter apparel and merchandise during the colony-to-chapter transition.

Skills

Production

Dielines
Preflight
Press-ready PDFs
CMYK/Pantone
Mockups & Prototypes
PDQ Displays
Vendor Handoff

Brand

Identity
Typography
Layout Systems
Style Guides
Licensed-Brand Compliance

Design Tools

Adobe Illustrator
Photoshop
InDesign
Figma
Procreate

Education

The College of New Jersey
BFA, Graphic Design
Class of 2024

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