

Justin Weinrich

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LA MER AND BOBBI BROWN COSMETICS (ESTEE LAUDER) [4.2008 - PRESENT] New York, NY

LA MER AND JO MALONE (ESTEE LAUDER) [11.2007 - 4.2008] New York, NY

Design Director

- Conceptualize and create all product and packaging design for La Mer and Jo Malone brands, including treatment, fragrance, makeup, in-store componentry (i.e. accessories and bags), and travel retail program categories.
- Actively source/identify innovative materials, technologies and product design forms to support La Mer and Jo Malone brand heritage and strategy.
- Create and present design proposals, and execute final artwork for La Mer and Jo Malone package elements.
- Design all new brand componentry (e.g. bottles, jars, compacts, candles, etc.).
- Lead brainstorming sessions with Global Marketing and Creative.
- Liaise with Product Development on project objectives; interact with Packaging to resolve functional, performance, manufacturing, and cost issues during design development and project production.
- Recruit and oversee outside freelance designers, comp houses and vendors.

FREELANCE DESIGN DIRECTOR [6.2005 - 11.2007] New York, NY

Victoria's Secret (Limited Brands)

Participated in environment and display design for 2008 store launches.

CO Bigelow (Limited Brands)

Recommended apparel styles, developed graphics and gift packaging for signature apparel line.

Bobbi Brown Cosmetics (Estee Lauder)

Led concept design for promotional gift components including zipper pulls, logo plaques and metal appliques.

Revlon

Conducted concept design for Almay rebranding including consumer advertising, point-of-purchase display and product packaging.

Colgate-Palmolive

Packaging design for new homecare and personal care product launches.

Aquatalia

Designed and implemented consumer based website: www.aquatalia.com.

Company Agenda Public Relations

Lead creative direction on photo shoots for fashion designers and provide design and layout for printed lookbooks. Create media event proposals and client presentations. Notable projects include H&M store event and JYP Entertainment launch party.

DigitalLife (Ziff Davis Media)

Creative direction and branding for DigitalLife; an annual consumer technology, video gaming and entertainment event. Responsible for concept design and branding for marketing and sales collateral and consumer-based advertising across all media including print, internet and video.

Quigo Technologies (AOL)

Create marketing collateral including media kit, sell sheets, presentation materials and email newsletter templates. Redesigned website layout and flash illustrations; created interactive flash demo presentation; provided UI consulting for usability testing.

National Geographic

Designed Science & Technology section of www.nationalgeographic.com.

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BRANDONOLOGY [8.2001 - 6.2005] New York, NY

Design Director

- Creative lead for a versatile and world-renowned mix of clients in the fragrance, cosmetics, haircare and beautycare industries.
- Managed teams comprised of designers, project managers and brand managers. Led client presentations and review meetings.
- Typical project supervision included concept development, design, presentation, production and sign-off.

Packaging Design and Product Development:

- Maybelline, Revlon, Louis Licari, Liz Claiborne Fragrance, Garnier, L'Oréal, Tommy Bahama, and The Body Shop.

Fragrance Design:

- Flacon design, logo design and branding, product development, compatibility testing and approval.

Promotional Gift and Retail Packaging:

- Promotional gift packaging for Guerlain fragrance brands: Shalimar, Champs-Elysées, Vetiver and Samsara.
- Retail packaging for Liz Claiborne Fragrance brands: Mambo, Bora Bora, Spark and Realities.

Corporate Identity and Branding:

- Developed identity packages, promotional collateral and media kits for Brandonology, ZeZé Flowers, Louis Licari, Matrix Global Academy, Liz Claiborne fragrances brands: Mambo, Bora Bora, Spark and Realities.

Corporate Events and Seminars for Matrix Professional Haircare:

- Creative direction for corporate mission and promotional videos for salon launch.
- Visual branding for all PowerPoint presentations, show invitations, attendee gifts, event banners and signage, displays and exhibits.
- Creative assistance for event lighting and set design for event runway show.

eCENTRIC CONSULTING [7.2000 - 7.2001] New York, NY

Senior Designer

- Creative lead for web projects focusing on branding, interactivity and usability. Led client presentations and review meetings.
- Liaised with project manager to meet deadlines, schedule milestones and chart client budgets.
- Artistic direction for online identity, global navigation, usability, and information architecture.
- Conducted in-depth research and benchmarking on functionality, user-experience and on-line corporate branding.

REVLON [7.1999 - 7.2000] New York, NY

Designer

Designed and implemented new product launches and successfully restructured existing brands. Developed marketing materials including presentation collateral, financial reports and the annual report for corporate Global.

INTERFACE MEDIA GROUP [9.1996-7.1999] Portland, ME

Director of Print and New Media

Designed, developed and produced web campaigns for agency's client sites. Liaised between client, ISP, and database developers for implementation of web sites.

Provided artistic direction for all print and online graphic content including information design:

- Developed architectural framework and functionality.
- Worked with copywriting and creative staff on print, web and radio campaigns from concept development, through production and delivery.
- Responsible for the final approval of all proofs, type, color, and matchprints.

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NOTABLE CLIENTS

Limited Brands
CO Bigelow
Victoria's Secret
Quigo Technologies
AOL
Revlon
Liz Claiborne Fragrances
L'Oréal
Matrix Professional Haircare
Garnier
Maybelline New York
Tommy Bahama Fragrance
Guerlain
Acqua Di Parma
Louis Licari
ZeZé Flowers
The Body Shop
National Geographic
Bath & Body Works
RxArt.net
Aquatalia
Jay Godfrey
Siwy Denim
Bobbi Brown Cosmetics
Colgate-Palmolive
Ziff Davis Media
Company Agenda Public Relations

EDUCATION

Buffalo State College [9.1991 - 5.1995]
Bachelor of Science in Graphic Design
Buffalo, NY

APPLICATIONS

Photoshop
Illustrator
InDesign
Flash
Google SketchUp