

AIMEE IURA | Graphic Designer

 aimeeiura.com  aimeeiura@mac.com  415-317-1321  <https://www.linkedin.com/in/aimee-iura-6365b44/>

PROFESSIONAL SUMMARY

Graphic Designer with 15+ years delivering brand identity, packaging, e-commerce, print and digital design for national CPG and healthcare brands. Trusted partner to Creative Directors, Brand, and print vendors from first concept through press approval and launch.

CORE SKILLS

Design: Packaging Design, Physical & Digital Mockups, Dielines & Structural Packaging, Print Collateral, E-Commerce & Digital Marketing Assets, POS & In-Store Displays, Typography & Layout, Brand Identity Systems

Production: Mechanicals & Production Files, Press-Proof Approvals, Print Specifications, Vendor & Printer Coordination, Regional Market Adaptation, Multi-Project Management

Creative & Collaboration: Art Direction, Photoshoot Art Direction, Concept Presentation, Cross-Functional Collaboration with Brand, Marketing, Copy & Production

Software: Adobe Illustrator, Photoshop, InDesign, Figma, After Effects, Animate, Firefly, AI-Assisted Creative Workflows

PROFESSIONAL EXPERIENCE

Senior Designer @ CCS Design (Contract, The Clorox Company) | Oakland, CA: May 2010–January 2026

- Partnered with Creative Directors and ACDs to execute brand identity systems and creative campaigns for Clorox-owned brands, including Clorox, Glad, Hidden Valley Ranch, Brita, Burt's Bees, Fresh Step, Kingsford, Pine-Sol, Rainbow Light, Natural Vitality CALM, NeoCell, Renew Life, Ever Clean, and Scoop Away.
- Established the packaging and e-commerce look-and-feel that extended into other designers' web and digital projects, reviewing style guides for cross-channel consistency; designed e-commerce assets, banner ads, and email campaigns, plus original illustrations and icons.
- Led design for Glad Food & Trash packaging internationally, setting the visual standard across the US, Australia, New Zealand, Singapore, and the Middle East.
- Created design variants of packaging concepts based on market research results, iterating on concepts to reflect consumer feedback before launch.
- Directed photographers, illustrators, and retouchers.
- Managed mechanical reviews and press-proof approvals for packaging updates, launches, and campaigns, partnering with print vendors to protect creative intent and reduce reprints.
- Supported ACD-led concept presentations to brand VPs, helping secure sign-off on major rebrands and launches.
- Integrated AI-generated imagery into concepting and e-commerce/lifestyle visuals, refining in Photoshop; tested packaging and e-commerce designs with Vizia, an AI design-scoring platform, to optimize for conversion.

Earlier Experience

- Art Director / Associate Art Director | Euro RSCG Life: Art-directed healthcare advertising campaigns, trade show graphics, and identity systems for Roche Diagnostics, INAMED Aesthetics, Third Wave Technologies, and Lifescan; developed ad concepts and pitch materials that helped win new accounts.
- Associate Art Director / Senior Graphic Artist | Harrison Wilson & Associates / 1health: Built integrated marketing campaigns, ads, collateral, and logos for Genentech, Berlex Laboratories, Santen, and Actelion; developed a mechanical and release-to-production QC checklist adopted studio-wide and trained artists in print production.
- Freelance Design & Art Direction | Independent: Delivered brand identity, campaigns, structural packaging, and production for consumer, healthcare, and toy-industry clients.

EDUCATION

B.F.A., Sculpture | California College of the Arts

B.S., Managerial Economics | University of California, Davis

Graphic Design Coursework | Academy of Art, San Francisco, CA

Continuing Education | Berkeley City College: Motion Graphics, After Effects, 2D Animation, UX AI Design