

# Lena Vasquez

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## SUMMARY

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Brand identity and packaging designer with 8 years across two agencies and one in-house team. Led identity systems for 14 consumer and B2B clients, including a 40-SKU packaging rebrand adopted across 3 markets. Portfolio: lenavasquez.design

## SOFTWARE

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Design: Figma (daily, 5 yrs), Illustrator, Photoshop, InDesign

Motion: After Effects, Lottie (handoff-ready exports)

3D & production: Blender (basic), pre-press and dieline production, CMYK colour management

Systems: design tokens, component libraries, Figma variables, WCAG AA contrast auditing

## EXPERIENCE

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### Senior Designer — Brand & Packaging

Feb 2021 – Present

*Cedar & Co. — Portland, OR*

- Led the rebrand of a 40-SKU natural foods packaging line; rolled out across US, Canada and UK retail
- Built the identity system and design tokens for a B2B SaaS client, cutting marketing design turnaround from 5 days to 1
- Art-directed 3 photo shoots and managed pre-press for 60+ print SKUs with zero reprint incidents
- Mentor 2 mid-level designers; run the studio's fortnightly critique
- Pitch design work directly to clients — contributed to 4 of 6 new-business wins in 2025

### Designer

Jun 2018 – Jan 2021

*Northfield Studio — Seattle, WA*

- Delivered brand identity, collateral and web design across 22 client engagements in consumer and nonprofit
- Designed the editorial system for a quarterly print magazine, 96 pages per issue
- Introduced a shared Figma component library that cut repeat build time across the team by roughly 30%

### Junior Designer (in-house)

Aug 2017 – May 2018

*Rivet Outdoor Gear — Portland, OR*

- Produced seasonal campaign assets across email, paid social and in-store point of sale
- Maintained the brand asset library used by marketing, sales and retail partners

## EDUCATION

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### BFA, Graphic Design

2013 – 2017

*Pacific Northwest College of Art*

- Senior thesis selected for the annual juried exhibition

## AWARDS & RECOGNITION

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- Communication Arts Design Annual — shortlist, packaging (2024)
- AIGA Portland — Best of Show, identity systems (2023)
- Featured on Brand New (UnderConsideration) for the Cedar & Co. foods rebrand (2023)