

alice araujo

Art Director

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772 214 4505

*Open to hybrid or remote.

*References available upon request.

Summary

Art Director specializing in fast-moving CPG brands, transforming ideas into scalable launch systems across packaging, retail, and digital. Recognized for speed, polish, and attention to compliance. Experienced in managing designers and aligning marketing, product, and legal teams to drive brand growth through creative direction and strategic execution.

Core Skills

Art Direction · Creative Direction · Label & Packaging Design · Brand Systems · Campaign Strategy · Team Leadership · FDA & Regulatory Compliance · Vendor Coordination · Print Production · Ecomm Design · Paid Media Creative · Project Management (Monday.com / ClickUp) · Photo/CGI Coordination · Typography & Layout Systems

Experience

Lead Graphic Designer | RAW Nutrition & BUM Energy

Port St. Lucie, FL | 2024–Present

- Owns art direction across packaging, brand identity, campaign systems, product launches, and retail executions for RAW Nutrition, BUM Energy, and sister CPG brands.
- Leads and mentors a creative team of 5+ in-house, freelance, and agency designers, establishing clear creative standards, feedback systems, and quality control across all brand touchpoints.
- Spearheaded 2 major brand rebrands with minimal supervision, translating high-level business goals into cohesive visual systems across packaging, digital, retail, DTC, and sales materials.
- Directs concept-to-shelf execution for limited drops, national campaigns, retail exclusives, and high-priority launches in partnership with marketing, product, legal, leadership, vendors, and external creative teams.
- Builds scalable design systems and production workflows that streamline label creation, campaign rollouts, sell sheets, PDPs, paid ads, social content, and retail presentations under fast go-to-market timelines.
- Provides creative direction for digital growth initiatives, including paid ads, social campaigns, email, web, and DTC assets optimized for engagement, conversion, and brand consistency.
- Manages print production and vendor collaboration across packaging engineers, suppliers, and printers to maintain premium finishes, color accuracy, and FDA-compliant packaging across extensive SKU systems.

Key launches include BUM Energy Variety Pack for Walmart, Costco, and Sam's Club, RAW Protein Shakes for Sam's Club, RAW Endurance GEL, the Champion Mentality campaign, and exclusive SKUs for Target.

Art Director & Lead Designer | Metabolic Nutrition

Tamarac, FL | August 2022–2024

- Led creative direction across packaging, brand collateral, and marketing campaigns, ensuring consistent design standards and on-brand storytelling.
- Directed product photoshoots and video content, collaborating with photographers, models, and marketing teams to align creative with business goals.
- Oversaw production design and prepress workflows for supplements and apparel, balancing visual impact with regulatory accuracy.
- Managed multiple design projects simultaneously, delivering on tight deadlines while improving efficiency and creative output.

Graphic Designer | Redcon1 LLC

Boca Raton, FL | June 2021–July 2022

- Designed and launched packaging and apparel for retail and e-commerce, contributing to multiple successful product lines.
- Developed visual direction for REDCON1 Recovery, creating a distinct identity and unified design system.
- Collaborated across departments to create high-performing digital and retail marketing assets.
- Streamlined creative workflows and provided design mentorship to new team members.

Graphic Designer | DarkSquare Design

Saint Augustine, FL | June 2020–December 2020

- Designed websites and marketing materials for clients across tech, service, and corporate industries.
- Partnered with the Art Director to refine visual systems and develop brand identities from concept to execution.
- Delivered user-friendly web experiences built in WordPress and Divi Builder.

Freelance Designer | Various Clients

2018–Present

- Created branding, packaging, and marketing assets for wellness, fitness, and food brands.
- Helped startups develop design systems that scale from labels to social media and e-commerce.
- Produced award-winning work recognized for its strategy, clarity, and visual impact.

Education

Bachelor of Fine Arts in Graphic Design | Flagler College 2017–2021 (Suma Cum Laude)

Bachelor of Arts in Visual Arts | Flagler College 2017–2021

Minor: Advertising and Illustration

Silver Student Addy Award - Packaging 2020

Silver Student Addy Award - UI/UX Design 2021

Silver Professional Addy Award - Packaging 2024

Tools

Adobe Creative Suite (Illustrator, Photoshop, InDesign, Lightroom, Premiere Pro, After Effects), Canva, Figma, Google Workspace, Monday.com, ClickUp, Asana, Slack, Keynote, Lightroom, MarkUp, AI-based tools (ChatGPT, Google Labs [Flow, Pomello], Claude, Gemini)

Languages

Portuguese (Brazil) - Native

English - Fluent

Spanish - Proficient

French - Intermediate

Russian - Basic