

alice araujo

Art Director | Creative Strategist

CPG Brand Systems, Packaging & Integrated Campaigns

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(772) 214-4505

Stuart, FL | Open to Remote & Hybrid Roles

Summary

Art Director and Creative Strategist with 6+ years of professional experience building and scaling fast-moving CPG brands across supplements, wellness, food and beverage. Builds creative teams and brand systems while directing packaging, product launches and integrated campaigns across retail, e-commerce, paid media and digital channels. Experienced in dielines, prepress, quality control, vendor collaboration and FDA-regulated packaging. Leads multidisciplinary teams and cross-functional partners to deliver high-visibility launches on time, on brand and production-ready.

Core Skills

Art Direction · Creative Strategy · Creative Operations · Team Building & Development · CPG Brand Development · Brand Systems · Packaging Design · Dielines & Prepress · Quality Control · Vendor & Printer Collaboration · FDA & Regulatory Compliance · Product Launches · Integrated Campaigns · Retail, POS & Shopper Marketing · E-commerce & PDP Creative · Paid Media Creative · Photoshoot Direction · Cross-functional Leadership

Experience

RAW Nutrition | BUM Energy | Revive MD

Port St. Lucie, FL

Lead Graphic Designer | May 2025–September 2026

- Built and led a five-person creative team supporting three fast-moving health and performance brands, personally hiring or selecting and onboarding two designers while defining roles, responsibilities, deliverables and production ownership across the department.
- Trained, coached and managed designers across packaging, e-commerce, paid media, social, web, retail and production, establishing creative standards, assigning work and providing feedback from concept through final delivery.
- Owned art direction across brand systems, packaging, product launches, integrated campaigns, national retail programs, e-commerce and paid media.
- Led two major RAW Nutrition brand evolutions and two Revive MD rebrands, translating business priorities into cohesive visual systems across packaging, digital, retail and sales materials.
- Built scalable creative and production workflows while partnering with marketing, product, regulatory, leadership, vendors and external agencies to maintain quality, brand consistency and launch readiness.

Graphic Designer | January 2024–May 2025

- Designed packaging and cross-channel launch assets across large multi-SKU systems, including labels, renders, PDPs, paid ads, social content, web, email, point-of-sale materials, apparel, influencer kits, shippers, trays and ready-to-drink packaging.
- Managed packaging execution from dielines and regulatory review through quality control, prepress, vendor collaboration and final production, maintaining FDA compliance, color accuracy and premium finishes.
- Extended campaign concepts across retail, e-commerce and digital touchpoints, maintaining cohesive brand storytelling throughout each product launch.

Selected Collaborations: BUM Energy x Cam Skattebo: Baja Skatt™ · BUM Energy x Ella Langley: Peaches and Honey · BUM Energy x Gymshark: Gummy Thark · BUM Energy x Tren Twins: Razzberry Rage™ · RAW x GBRs: Hard To Kill Pre-workout & BUM Energy x GBRs: Hard To Kill

Selected Product & Retail Launches: Sara Saffari Blood Orange Line · Sam Sulek Exclusive Line · BUM Energy Variety Pack for Walmart, Costco & Sam's Club · RAW Protein Shakes for Sam's Club · RAW Endurance GEL · Target-Exclusive SKUs

Experience (cont.)

Art Director & Lead Designer | Metabolic Nutrition

Tamarac, FL | August 2022–January 2024

- Led creative direction across packaging, brand collateral, apparel, ecommerce and integrated marketing campaigns for a fast-moving sports nutrition portfolio.
- Directed a company-wide rebrand across packaging, digital, retail and sales touchpoints, establishing a cohesive visual system and consistent brand standards.
- Concepted and directed product photography and video content, collaborating with photographers, models and marketing partners to translate launch strategy into campaign-ready assets.
- Oversaw label development, prepress and production workflows for supplements and apparel, balancing visual impact with regulatory accuracy and compressed launch timelines.

Graphic Designer | REDCON1

Boca Raton, FL | June 2021–July 2022

- Designed and launched supplement packaging and apparel for retail and e-commerce, including GNC-exclusive product lines developed within the first six months.
- Established the visual direction for REDCON1 Recovery, creating a distinct identity and scalable design system across packaging and marketing touch points.
- Concepted and art-directed product and lifestyle photoshoots supporting new-product launches, limited-edition flavors and promotional campaigns.
- Produced cross-channel creative for e-commerce, digital advertising, organic social, retail promotions and Canadian-market campaigns while maintaining consistency across a high-volume production environment.

Graphic Designer | DarkSquare Design

Saint Augustine, FL | June 2020–December 2020

- Designed WordPress websites, visual identities and multichannel marketing materials for clients across technology, service and corporate industries.
- Partnered with the Art Director from concept through execution, translating business needs into cohesive brand systems and user-friendly digital experiences.

Education

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

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

Minor: Advertising and Illustration

Honors Program and Alpha Chi Honors Society

Awards

Silver Professional Addy Award - Packaging 2024

Silver Student Addy Award - Packaging 2020

Silver Student Addy Award - UI/UX Design 2021

Tools

Design: Adobe Creative Cloud, Illustrator, Photoshop, InDesign, Lightroom, Figma & Canva

Motion: Premiere Pro & After Effects

Workflow: Monday.com, ClickUp, Asana, Markup.io, Google Workspace & Slack

Generative AI: ChatGPT, Gemini, Claude & Google Labs

Languages

Portuguese (Brazil) - Native

English - Fluent

Spanish - Proficient

French - Intermediate

Russian - Basic