

TALIA L. FERNANDEZ

SENIOR PRODUCTION DESIGNER

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PROFESSIONAL SUMMARY

Senior Packaging Production Designer with 11+ years serving as technical owner and final quality gate as packaging production across beauty, CPG, and premium consumer brands. Expert in owning packaging mechanics, dielines, and print-ready file production from design handoff through final release, with extensive 3D product mockup and render expertise for client proofs, e-commerce assets, and marketing campaigns (200+ assets for Forager Project plus ongoing freelance production).

Deep expertise in beauty and skincare packaging (Cocokind, Copar) with understanding of regulatory compliance, premium finishing requirements, and brand consistency across global SKU portfolios. Proven systems-builder who designs comprehensive digital asset management (DAM) systems, packaging guidelines, and quality control workflows that prevent costly errors and enable scalable production operations across physical and digital channels.

CORE COMPETENCIES

- **Packaging Production & Technical Ownership** Packaging Mechanics, Dielines, and Technical Specifications • Print-ready File Production (cartons, bottles, tubes, kits, gift sets) • Rigorous Preflight Checks (Type, Specs, Bleeds, Spot Colors, Regulatory) Final Quality Assurance Before Vendor Release • Ingredient Layouts & Regulatory Compliance • Beauty/Skincare Packaging Expertise •
- **3D Mockups & Digital Production:** 3D Product Mockup Creation & Render Application • Client Proof Visualization & Presentation • E-commerce & Marketing Visual Asset Production • Packaging Artwork Application to 2D and 3D Renders • Photoshop Compositing & Render Refinement • Digital Asset Libraries for Multi-Channel Brand Presence •
- **Digital Asset Management & Systems:** Digital Asset Management (DAM) System Design & Maintenance • Custom DAM System • Built for 8000+ Print & Packaging Components • File Organization, Naming Conventions, Version Control • Metadata Management & Search Optimization • Packaging Guidelines & Production Standards Development •
- **Production Management & Collaboration:** Vendor Coordination (Printers, Diehouses, Suppliers) • Freelancer Management & Quality Control • Press Checks & Color Approvals • Cross-functional Collaborations (Marketing, Ops, Regulatory, R&D, Supply Chain) • Global SKU System Management Production • Troubleshooting & Problem-Solving •
- **Software & Technical Systems:** Mac / PC systems • Zund Digital Cutting Systems • Multiple Press Technologies • Adobe Creative Suite (Illustrator, Photoshop, InDesign)/Affinity Design Programs • Digital Asset Management • Technical Drawing Interpretations •

EXPERIENCE

Jan 2015 - Present

Senior Packaging Production Designer, Delta Graphics, Gardena, California

Technical Ownership & Quality Gate (Primary Focus):

- **Serve as final quality authority for all packaging production**, conducting rigorous preflight checks on type specifications, regulatory compliance, bleed accuracy, PMS colors, and brand consistency before files go to vendors, maintaining 99% accuracy rate across 8000+ managed packaging components
- **Own all packaging mechanics, dielines, ingredient layouts**, and regulatory lockups for beauty, food/beverage, and consumer product brands, ensuring every file that leaves the creative team is accurate, compliant, on-brand, and ready for flawless execution
- **Built print-ready files for cartons, labels, kits, and gift sets**, applying artwork accurately to dielines and packaging templates while ensuring proper fit, alignment, and manufacturability across diverse packaging structures
- **Developed comprehensive packaging specifications for beauty and skincare brands** (Cocokind skincare, Copar) including primary container labeling, folding cartons, and sustainable/compostable packaging solutions, understanding beauty industry regulatory requirements, premium finish standards, and shelf appeal aesthetics
- **Measure and size primary packaging containers to develop accurate secondary packaging cartons**, creating precise technical specifications by measuring bottle dimensions, cap heights, and product configurations to design folding cartons with appropriate clearances, structural support, and optimal material usage.



EXPERIENCE

Jan 2015 - Present

Senior Packaging Production Designer, Delta Graphics, Gardena, California (Continued)

Innovation & Problem Solving:

- **Designed custom cartons and inserts for premium perfume packaging** requiring dual-layer folding structure from 16-20pt folding board to support primary packaging; coordinated diehouse testing to validate manufacturability, assessed cost impact of specialized glue requirements, and developed approved solution demonstrating R&D methodology from concept through production-ready execution
- **Established flexographic quality standards** through systematic R&D testing collaboration with press operators, developing reference documentation for minimum printable type sizes, stroke compensation requirements, and foil application parameters now used company-wide to prevent quality issues
- **Applied material science principles** including grain direction analysis, substrate properties assessment, and structural integrity evaluation to optimize package construction and prevent manufacturing failures; consulted on material selection for specialized applications including MDO film for wet environments and synthetic materials for durable applications

Digital Asset Management & Systems Leadership:

- **Designed, built, and maintain comprehensive digital asset management (DAM) system** tracking 8,000+ packaging components with metadata tagging, version control, search functionality, and technical specifications, serving as single source of truth and reducing file retrieval by 60%
- **Maintain and update packaging production guidelines and standards** including file organization protocols, naming conventions, version control procedures, preflight checklists, and quality control workflows that ensure consistency and accuracy across all packaging production
- **Own file organization, naming conventions, and version control** across Widen/Dropbox-equivalent systems, establishing protocols that enable efficient collaboration, prevent version conflicts, and maintain production standards across global SKU portfolios

Vendor Management & Production Coordination:

- **Partner with printers and vendors** including diehouse partners, foil vendors, and external printers to support press checks, coordinate color approvals (occasional travel), ensure manufacturability, validate specifications, and resolve technical challenges before costly production issues arise
- **Conduct vendor qualification and testing** including coordinating diehouse manufacturability studies, material performance testing, and physical sample validation to ensure suppliers meet quality and technical requirements

Cross-Functional Collaboration:

- **Partner with Marketing, Operations, Regulatory, R&D, and Supply Chain** to ensure alignment on packaging specifications, production timelines, regulatory requirements, and brand consistency across multi-SKU product launches

Physical Prototyping:

- **Print, cut, mount, and assemble physical comps and mockups** using Zund digital cutting table for reviews, approvals, and client presentations, creating tangible prototypes that demonstrate form, function, and brand execution

Key Achievements:

- Built comprehensive digital asset management (DAM) system managing 8,000+ components with 99% accuracy
- Maintained final quality gate role preventing costly reprints through rigorous preflight protocols
- Reduced production errors by 30% through proactive quality control and vendor coordination
- Established company-wide quality standards and documentation still in use today.



EXPERIENCE

2008 - Present

Freelance Packaging & Production Specialist, Self Employed

Beauty & Consumer Packaging Projects:

- **Cocokind** (Beauty/Skincare): Developed packaging specifications for skincare product line, understanding beauty industry material requirements, regulatory compliance, and shelf appeal aesthetics
- **Forager Project** (Food): Created over 200+ 3D digital product mockups for web and print. Created and managed asset library for organic food brand packaging across multiple product lines
- **Lifeshouse Tonics, Copar, Clement:** Led complete production lifecycle for consumer product packaging from file preparation through final delivery. Create final technically correct, organized, and partner-ready packaging assets in various print and digital formats. Develop comprehensive style guides and asset packs to ensure brand consistency across retail marketing and seasonal variations.

Entertainment IP & High-Profile Brand Production:

- **Disney D23 Expo Marketplace (2023):** Led production for 120+ large format graphics totalling 2,000 sq. ft. for marketplace entrance, exterior walls, branded retail bays, and interior booth signage. Stepped up to fulfill project manager duties alongside Disney Retail Creative Team after two project managers departed mid-project. Coordinated multiple external vendors, managed asset distribution to installation teams, and delivered all production-ready files on accelerated timeline while maintaining Disney's exacting brand standards.
- **WWE Summer Slam, Las Vegas (2021):** Designed and produced 206.5 sq. ft. of large format graphics for merchandise booth and Instagram photo opportunity installations at major WWE event. Applied flexographic print techniques to achieve metallic "diamond" and "gold" effects and masking non-metallic elements printed on a metallic substrate, creating high-impact experiential marketing that captures WWE's bold brand energy.
- **Louis Vuitton Retail Graphics:** Created 403+ sq. ft. of high-end interior and exterior retail graphics for multiple store locations and construction covering installations, maintaining luxury brand standards and technical precision for large format applications.

Education & Professional Development

- **Associates of Arts** Theater, El Camino College, Torrance, Ca.
- **Bachelors of Science:** Graphic Design, The Art Institute of California, Los Angeles, Ca.

THOUGHT LEADERSHIP & INDUSTRY CONTRIBUTIONS

Behind the Bleed Educational Initiative, Founder & Content Creator | 2025 - Present

Personal passion project teaching print and packaging fundamentals to graphic designers through educational content. Develops technical guidance bridging the gap between design and production teams, sharing industry best practices and production knowledge to elevate standards across the packaging design community.

Internal Training & Documentation | Delta Graphics | 2011 - Present

- Created extensive training video library documenting production workflows, technical processes, and equipment operation for team development
- Developed standardized procedures reducing onboarding time and improving consistency across multiple operators
- Mentored team members on technical file preparation, quality control, and production troubleshooting