

PETER KALLEMEYN

phone: 310.409.4228 | email: peterdidit@gmail.com | portfolio: www.pckdesigns.com

Hands-on graphic and creative design leader with 20+ years of experience in branding, packaging design, campaigns, photography, web, social & digital design, and driving brand awareness.

AREAS OF EXPERTISE

- Creative Direction
- Campaigns
- Branding
- Photography
- Logo Design
- Packaging Design
- Digital/Social Design
- Web Design
- Environmental Graphics
- Leadership
- 3-D Rendering
- Copywriting

KEY ACCOMPLISHMENTS

- Directed packaging and social/digital design for new line of collectibles
- Led re-branding and style-guide development for entire lineup of nutrition and supplements for Nutrilite U.S. & global
- Designed packaging, collateral and marketing presentations to bring new Bally Total Fitness™ protein bars and protein powder to Walmart and Costco
- Successfully launched more than 100 new products at Target, Walmart, Costco, Sam's Club and other key retailers
- Completed total re-branding and packaging of Bally Total Fitness™, Marika®, Zobha® and Balance Collection® sports/recovery equipment leading to over 100% increase of sales for each brand
- Designed and directed the development and launch of the responsive website - www.munchkin.com
- Managed and executed all packaging for leading revenue categories in Baby Products - Feeding & Diapering

THRILLJOY | Collectables | December 2024 - present

Creative Director (Los Angeles, CA)

- Developed and refined Thrilljoy's style-guide to ensure brand consistency across all platforms, from digital to physical touch-points
- Oversaw the concepting and execution of high-impact tradeshow designs that draw attention and embody the brand
- Led the development of digital content for social media, and web campaigns to enhance brand engagement and storytelling
- Translated business objectives into compelling visual narratives, ensuring a seamless connection between design and brand messaging
- Directed and mentored freelance designers and agencies, fostering a culture of creativity, innovation, and excellence
- Worked closely with marketing, sales, and product teams to align design efforts with business goals and consumer insights

NUTRILITE | Global Nutrition | April 2021 - December 2024

Sr. Art Director (Buena Park, CA)

- Created new packaging and style-guide(s) for all sub-brands under Nutrilite, including Organics, Kids, and Weight Management
- Created campaigns for new offerings including BEG1N (gut probiotic), EV3R (supports cellular aging) and Truvivity (Sleep & Stress) supplements
- Together with the Executive Team, developed process for cross-functional efficiencies and organization
- Worked with outside agencies to develop Brand Guidelines for Nutrilite packaging restage
- Created in-house "flex" design team that transitioned all design from agencies to in-house, which increased cost savings by over 150k

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FAM BRANDS | Athletic Apparel and Accessories | May 2015 – July 2020

Art Director, Creative Director (Los Angeles, CA)

- Managed team of 6 graphic designers/artists for projects ranging from on/off site photo-shoots, packaging (graphic and structure) for hard and soft goods in TJ Maxx, Marshall's, Nordstrom Rack, Fred Meyer, Costco & Sam's Club
- Worked directly with licensors on implementation of branding for Eddie Bauer®, Orvis®, Isaac Mizrahi® and Woolrich®
- Lead creative for ten major rebranding and repackaging initiatives for in-house brands including Marika, Zobha, Bally Total Fitness, Balance Collection and Zobha
- Led design and execution of shop-in-shops for Peace & Pearls® and Marika® sportswear in Fred Meyer retail stores, increasing overall in-store sales by over 50%

MUNCHKIN INC. | Baby Products | November 2009 – May 2015

Sr. Graphic Designer (Los Angeles, CA)

- Directed branding and packaging for Munchkin®, Brica®, Bamboo® and mBaby™ infant and pet products
- Supported the Marketing team to finalize packaging, logo development, campaign creation, trade show booth design, print advertising, catalogs and sales materials
- Art directed photo-shoots involving product and models for categories including bath, care, feeding, safety and apparel
- Lead designer and photographer responsible for photo-shoots and creation of assets for all digital and Social Media marketing including munchkin.com, mbaby.com, Facebook, Instagram and Twitter

JAKKS PACIFIC | Toy/Consumer Products | May 2009 – August 2009

Contract Sr. Packaging Designer (Malibu, CA)

- Created brand and packaging for line of boys role play construction toys
- Designed licensed packaging for seasonal lines (Iron Man®, X-Men®, Spider-man® and Star Wars®)

TOYQUEST | Outdoor Toys & Games | September 2007 – April 2009

Sr. Graphic/Packaging Designer (Los Angeles, CA)

- Designed packaging (including photo retouching) and directed photo shoots. Participated in product development brainstorming sessions and final decision processes
- Designed logos and packaging for sports line under Banzai brand
- Developed style guide packaging for licensed properties such as X-Games®, Rawlings®, Disney® and Nickelodeon®

EDUCATION

2003 - Bachelor of Fine Arts in Packaging Design (BFA)- The Fashion Institute of Technology, University of New York

2001 - Associate in Applied Science in Advertising Design (AAS) - The Fashion Institute of Technology, University of New York

COMPUTER KNOWLEDGE

OS Mojave, Adobe Creative Suite CC (Illustrator, Photoshop, InDesign,) .Ai creation,

Microsoft Office (Teams, Word, PowerPoint, Outlook, Excel), Esko, PLM, Slack