



PATTIE SHUM

GRAPHIC DESIGNER | ILLUSTRATOR

FREELANCE

Self-employed . 2008 - Present

Versatile Graphic Designer and Illustrator with 15+ years of experience creating packaging, print, and digital designs for a wide range of clients and projects. Brings a strong foundation in marketing design with proven skills in problem-solving, decision-making, and managing multiple projects simultaneously to meet clients' evolving needs.

- Collaborate with clients across diverse industries to deliver designs and illustrations aligned with brand identity and marketing goals
 - D2C & B2B Industries – beauty & wellness, behavioral health, healthcare, fashion, freight logistics, music, staffing, technology, transportation, and travel
- Design brochures, catalogs, CPG packaging, digital newsletters, logos, lookbooks, packaging, posters, PPC ads, presentation decks, promotional items, publication ads, sell-sheets, style guides, trade show/event graphics, web banners, and website layouts; illustrate printed textile prints, product renderings, t-shirt graphics, and fashion flats; lead art direction for product photo shoots

ENTREPRENEURIAL

Mamasan, Inc | Co-founder | Creative Director . 2008 - 2018

Lead creative direction for an online maternity and baby apparel company blending fashion, music, and art – overseeing branding, product design, and visual marketing initiatives.

- Handled design and production of apparel graphics, branding, and marketing assets for both print and digital platforms, including e-commerce and social media. Created a cohesive visual identity to strengthen brand presence across all touchpoints
- Performed research inspiration and tracked relevant trends and the competitive landscape – developing trend reports and mood boards
- Partnered with vendors to ensure high-quality execution of apparel graphics, embroideries, embellishments, and apparel manufacturing. Evaluated samples to maintain design integrity and ensure production accuracy
- Managed freelancers – graphic designers and photographers

IN-HOUSE EMPLOYMENT

Modern Gourmet Foods, Irvine, CA. | Packaging Production Artist . 2021 - 2024

Food and gifting company specializing in CPG packaging for B2B and e-commerce markets. Highly detail-oriented, ensuring brand consistency across packaging projects. Managed multiple concurrent deadlines in a fast-paced environment while maintaining creative integrity and resolving technical design challenges. Streamlined workflows and coordinated cascading approvals across cross-functional teams and key stakeholders.

- Prepared final files for print production, ensuring compliance with specifications, legal requirements, food recipes, and brand style guides across multiple product lines
- Collaborated with internal teams and external vendors to meet strict production timelines, delivering 100-300 digital files to overseas vendors during peak seasons
- Processed production-ready product imagery and digital assets for e-commerce platforms including Amazon and Walmart, while maintaining organized file structures and ensuring brand standards
- Prepared final vector files for imprint production across a variety of hard goods. Managed vendor relationships and conducted quality control by reviewing and troubleshooting samples to ensure production accuracy and brand standards

Modern Gourmet Foods, Irvine, CA. | Packaging Production Designer . 2018 - 2020

Expertise in dieline adaptation and print production workflows. Managed multiple projects in a high-volume, deadline-driven environment while maintaining creative integrity, attention to detail and resolving technical design challenges.

- Translated approved designs into production-ready dielines, ensuring print specifications and brand standards
- Collaborated cross-functionally with Merchants, Packaging Designers, Product Development, and Prototyping teams to align design output with operational workflows
- Utilized project management tools to support timely delivery and meet production deadlines
- Maintained organized and structured file systems for efficient asset management

Arbonne International, Irvine, CA. | Graphic Designer . 2003 - 2007

Multi-level marketing company focused on beauty and wellness products. Reported to the Creative Director and collaborated with cross-functional teams on CPG packaging, marketing collaterals, product/event branding, promotional items, trade show graphics, and illustration. Maintained print vendor relationships to ensure successful project outcomes, cost savings, and a smoother workflow. Attended sheet-fed and web press checks. Led photo shoots including storyboarding, art direction, talent sourcing, permits, and location scouting.

Deluxe Innovations, Burbank, CA | Graphic Designer . 2001 - 2003

Hobby train manufacturer. Reported to the company president, driving brand integration across packaging, marketing collaterals, and trade show/event graphics – boosting sales by 15% through a self-starter, solutions-focused approach. Enhanced design workflows, accelerating production timeline by 80%. Executed photo shoots with technical focus on storyboarding, photography, and post-production.

Princess Cruises, Santa Clarita, CA. | Graphic Designer . 1998 - 2001

Worked with the Marketing Manager, designers, and cross-functional teams within this multi-million dollar cruise line company to produce marketing collateral and illustrated ship deck plans. Managed image research, stock photo licensing, and asset organization. Attended sheet-fed press checks to ensure print accuracy and production quality.

CALSTART, Pasadena, CA. | Graphic Designer . 1997 - 1998

An innovative national non-profit focused on accelerating clean transportation. Collaborated with the Senior Designer and cross-functional teams to design marketing collateral and trade show/event graphics. Contributed to website rebrand by delivering impactful digital designs to elevate brand presence. Managed image sourcing, licensing and digital assets. Gained experience in sourcing and managing print buying to improve workflow efficiency and reduce costs.



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Linkedin.com



Huntington Beach . CA

EDUCATION

Bachelors of Fine Arts in Graphic Design

California State University at Northridge,
Northridge, CA.

Additional coursework

Art Center School of Design
Pasadena, CA.

Otis College of Art and Design
Los Angeles, CA.

SKILLS

Technical

- Adobe Creative Suite
Illustrator · InDesign · Photoshop
- Microsoft Office 365 Suite
Excel · PowerPoint · Word
- Project Management Tools
Asana · Esko · Wrike · PLM
- Proficient on Mac OS & PC platform

Professional

- Illustration
- Design Process Management
- Offset & Digital Pre-press Comprehension
- Technical Printing Expertise:
Sheet-fed and Web
- Knowledge of apparel business
- Photo Shoots:
Art direction & Talent acquisition
- Project Management
- Asset Management
- Print Buying

Soft

- Communication and Collaboration
- Attention to Detail
- Analytical Thinking
- Organization and Multitasking
- Time Management
- Adaptability