



SARA TRAVAGLINE

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Sara Travagline



saratravaglinedesign.com

Multi-disciplinary graphic designer with a focus on brand, packaging and digital design in the CPG space with 10+ years of experience.

SKILLS

Programs/Applications:

Adobe CC: Illustrator, Photoshop, Express, Animate, AfterEffects, Firefly, InDesign, Acrobat

3M VAS Eyetracking

Google Applications: Docs, Sheets, Meets, Drive, Slides, Chat

Microsoft: Outlook, Teams, Word, Powerpoint, Excel

Slack

AI prompt writing

Mintel

Industry Skills:

Packaging design

Line extensions / NPD concepting

Social media design

Amazon content: Tiles, Above the Fold, Below the Fold, A+

HTML5 web banners

Animation

Logo design

Strategic brand development

Iconography / illustration

Brand guideline creation

Display / large scale print design

Promotional materials, events and campaigns

Prepress / press approvals

Flexo, Offset and Digital printing

Physical prototyping

Photo editing / photoshoot direction

Font and asset management

File management and conversion

WordPress / CSS

EDUCATION

BFA in Graphic Design

SUNY New Paltz

References upon request

EXPERIENCE

Prestige Consumer Healthcare

Senior Graphic Designer — March 2021 – present

Junior Graphic Designer — July 2016 – February 2021

Conceptualized and executed packaging redesigns, refreshes and line extensions across various brands, creating impactful, distinct, functional brand systems that met the needs of both the consumer and the brand vision.

Devised packaging concepts in collaboration with the new product development team, expanding the reaches of brand growth to support sales in delivering new ideas to the market.

Delivered digital assets for social media, web and Amazon creative for a multitude of brand voices/personalities, along with packaging renders and product family shots.

Utilized provided die lines to develop color mechanicals across packaging media, reviewing with a cross functional team, and preparing files for production.

Researched, evaluated, and introduced new tools and best practices, training team members to ensure effective adoption and consistent usage.

Managed color standards and press samples, as well as organized historical and present design files.

Project highlights:

Little Remedies®

Packaging redesign — Created innovative packaging for Little Remedies®, adjusting the hierarchy for improved communication at shelf, providing a modern and unique take on the brand that maintained findability and showed proven purchase intent from consumers.

Educational social media content — Designed static posts and animated story content to link to educational blogs and listicles featuring the brand.

Nix®

Packaging redesign (2021) — Developed packaging redesign for Nix®, adding whimsy and character, while highlighting brand benefits. This redesign resulted in a 15% lift in sales.

Packaging refresh (2025) — Strategized and executed a design refresh for Nix® that built upon the concepts of the 2021 redesign, and improved communication of key power claims introduced by the brand team.

Amazon tile content — Proactively combatted new competitors by creating Amazon tile content that educates the consumer on product benefits and establishes brand eminence.

Compound W®

Packaging refresh — Improved hierarchy categorization to support the growth of the brand beyond its heritage in warts. Introduced a consistent color palette to help focus on form rather than function for easier navigation at shelf. Showcased how categories such as skin tag and corn removers would fit into this updated structure.

Skin Tag Remover — Collaborated cross-functionally to ensure packaging for the latest product launch of Skin Tag Remover within the Compound W® portfolio was approved by the FDA via a 510(k). Ensured that the look and feel of this sub-line maintained brand standards, while establishing its own identity as a new category for the brand.

Summer's Eve®

New product development concepting — Crafted a variety of product concepts for Summer's Eve®, including Ultimate Odor Protection, Whole Body Deodorant, Perimenopause Wash, and more, to anticipate the needs of the consumer, while following brand guidelines to ensure each new product melded with the existing base brand.

HTML5 Animated Banners for Whole Body Deodorant — Designed and coded responsive HTML5 digital banners to introduce the launch of Summer's Eve® Whole Body Deodorant.

Freelance Design

Andy's Hardwood Floors

Packaging Designer — March 2020 – July 2020

Led design meetings, and provided various packaging concepts. Prepared files to be sent to the printer for production. Extended the product lineup to include a sample size.

KDA Web Technologies

Visual Experience Designer — 2015 – 2016

Engineered website mockups for clients. Assisted in the building and styling of such websites utilizing Wordpress, CSS and HTML for final production.