



DESIGN MANAGER | BRAND &
HIGH-VOLUME PACKAGING EXCELLENCE

Tammy Cheng

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EDUCATION & CREDENTIALS

BACHELOR OF ARTS (B.A.) IN ART / GRAPHIC DESIGN
California State Polytechnic University, Pomona
1996-2020

EXPERTISE IN

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Canva
- Capcut
- social media Marketing

ADVANCED CREATIVE TECH

Expert-level mastery of Gemini, ChatGPT, and Adobe Creative Suite for rapid packaging prototyping, concept mood boarding, and automated workflow optimization.

PROFESSIONAL SUMMARY

Strategic and visionary Design Manager with over 30 years of expertise leading brand identity and market-dominating packaging design for high-volume consumer goods . Primary creative authority for global product lines currently in mass market, responsible for translating brand DNA into premium, production-ready packaging infrastructure. Adept at balancing aesthetic excellence with structural integrity, manufacturing constraints, and cost efficiencies. Recognized for deep industry intuition, strong leadership in cross-functional alignment (Marketing, PD, Manufacturing), and driving flawless execution from dieline to global shelf-presence.

CORE PACKAGING & DESIGN COMPETENCIES

- End-to-End Packaging Design & Development
- Brand Stewardship & Scalable Identity Systems
- Print Production Excellence & Pre-Press Oversight
- Cross-Functional Team Leadership & Alignment
- Global Vendor Coordination & Quality Control
- Consumer Trends, Insights & Retail Strategy
- Structural Concepting, Materials & Substrates
- AI Tool Integration (Chatgpt, AI for Rapid Prototyping)

WORK EXPERIENCE

Morris National, Inc.

DESIGN MANAGER

NOV 2008 – PRESENT | AZUSA, CA

- Packaging Portfolio Leadership: Own and direct the comprehensive packaging and brand identity strategy across the company's extensive active product portfolio, maintaining dominant retail presence.
- Visual Standards Authority: Serve as the primary decision-maker for global visual and printing standards, ensuring absolute brand consistency and premium out-of-box/on-shelf experience.
- Cross-Functional & Supply Chain Synergy: Partner closely with Marketing, Product Development, and external manufacturing teams to guide complex packaging concepts from structural ideation to mass market deployment.
- Production & Vendor Excellence: Oversee global production readiness, driving technical print specifications, pre-press review, color management, and international vendor coordination for flawless final quality approval.
- Commercial Brand Evolution: Spearhead the continuous evolution of packaging systems to support major new product extensions while preserving legacy brand equity across diverse consumer segments.
- Workflow & Timeline Optimization: Direct project priorities, timelines, and creative resource allocation to ensure efficient, zero-error delivery for concurrent high-volume seasonal launches.

Shonfeld's USA / Modern Gourmet

PRODUCT DEVELOPMENT MANAGER / SENIOR GRAPHIC DESIGNER

MAY 2005 – OCT 2008 | SANTA ANA, CA

- End-to-End Packaging Lifecycle: Led full-lifecycle product and packaging development for highly successful seasonal consumer lines, masterfully balancing creative direction with strict manufacturing, cost, and operational constraints [cite: 8, 9].
- Concept to Shelf: Collaborated with cross-functional divisions to incubate, prototype, and scale innovative packaging concepts into profitable, market-ready retail products

Intercon / Cosmetic , bath , home decore, GWP

LEAD SENIOR GRAPHIC DESIGNER

SEP 1999 – APR 2004 | CITY OF INDUSTRY, CA

- Trend-Driven Packaging Execution: Managed design execution and visual storytelling for high-end fashion and consumer product packaging, directly supporting high-impact, revenue-driving seasonal launches: Cosmetic traincase product designs, gift packaging: Cosmetic sets, bath sets, home decor; 3 D sketches designs.