

# TONI BONINI

GRAPHIC DESIGNER • ART DIRECTOR • CONTENT CREATOR

## SKILLS

### PROFESSIONAL

Design Layout  
Packaging  
Illustration  
Typography  
Book Layout  
Logo Design  
Trend Research  
Photography

### PERSONAL

Positive Attitude  
Independent Worker  
Problem Solver  
Team Player  
Open Minded  
Flexible Style  
Dedicated  
Observant

### SOFTWARE

*Proficient in:*

Adobe Illustrator  
Adobe Photoshop  
Adobe InDesign  
Microsoft Word  
Adobe Acrobat

*Basic Knowledge of:*

Adobe Premiere Pro  
Microsoft Excel

## CONTACT

### EMAIL

[boninitm@gmail.com](mailto:boninitm@gmail.com)

### PHONE

262.853.8446

### WEBSITE

[www.tonibonini.com](http://www.tonibonini.com)

## EDUCATION

### UNIVERSITY OF MINNESOTA - TWIN CITIES

Bachelors of Science in Graphic Design  
Minneapolis, MN 2003 - 2007

## EXPERIENCE

### ART DIRECTOR

#### FASHION ANGELS ENTERPRISES

Milwaukee, WI 2007 - Present

- Product development from concept to production
- Working with Sourcing Team to design products to meet pricing targets
- Designing product and packaging to meet Fashion Angels style standards
- Researching trends in the tween fashion, accessories and craft markets
- Laying out and designing activity kit instructions
- Designing packaging structure and component layout to best show product
- Setting up packaging to meet testing standards for children's products
- Reviewing product for accuracy and quality from factory
- Photographing product and components for packaging and instructions
- Creating illustrations for use on products and packaging
- Managing design timelines of multiple SKUs of product at once
- Creating POG renderings of product for Sales team
- Managing timelines of design team members
- Providing design direction to design team members

*Previous Titles: Graphic Designer, Creative Art Manager*

### FREELANCE DESIGNER

#### TONI BONINI DESIGNS

Milwaukee, WI 2007 - Present

Variety of freelance design projects including t-shirt designs, posters, logos, illustrations, branding design, room decor artwork and more.

### DESIGNER / CO-OWNER

#### LAYERCAKE INVITES

Milwaukee, WI 2012 - 2014

- Designed invitations for weddings, bachelorette parties and showers
- Designed coordinating printed materials to accompany invitation sets
- Worked directly with clients on their invitation orders
- Printed, packaged and shipped products to meet order deadlines
- Set up pricing structure of invitation packages
- Created images and designed marketing materials to sell products

### GRAPHIC DESIGNER

#### STUDENT UNIONS AND ACTIVITIES

Minneapolis, MN 2005 - 2007

Designed and produced print and promotional materials including posters, handbills, logos, newspaper advertisements, motion media banners and t-shirts. Managed both design and production process of projects.