

BEN FARZANEH

Senior Packaging Designer | CPG Packaging · Beverage & Consumer Brands · Packaging Systems · Print Production · Production Artwork

+1 949-609-9595 | benbehfarpt@gmail.com | English & Farsi | Open to relocation

EXECUTIVE SUMMARY

Senior packaging and brand designer with 20+ years creating consumer-facing identities, packaging systems, retail graphics and integrated marketing assets. Proven ability to lead packaging development from concept through production, translating brand strategy into retail-ready packaging solutions while balancing creativity, manufacturability and business objectives. Depth in typography, packaging graphics, print production, production-ready artwork, color management and vendor collaboration, working cross-functionally with marketing, commercialization and production teams. Consumer-facing branding, packaging and retail design delivered for health, consumer product, lifestyle and service brands.

SELECTED PACKAGING & BRAND ACHIEVEMENTS

- Built and led a contract creative organization that grew from 5 to 25+ designers and specialists, delivering high-volume consumer-facing design work.
- Developed packaging systems and production-ready artwork for multiple consumer brands, designing for shelf impact and supporting new product launches with consistent brand execution across retail and marketing channels.
- Delivered the creative that unified three acquired brands into one national brand system, applied consistently across print, digital and retail environments.
- Led creative development for a consumer brand taken from concept through market introduction — positioning, identity, brand system and launch campaigns.

PACKAGING & PRODUCTION EXPERTISE

Packaging Design & Development · Packaging Systems · Structural Packaging Concepts · Packaging Graphics · Label Design · Packaging Specifications

Production Artwork · Print Production · Prepress & Proofing · Color Management · Quality Control · Typography · Vendor & Print Partner Coordination

Consumer Packaged Goods (CPG) · Beverage & Consumer Brands · Retail Packaging · Packaging Innovation · Product Launch Support · Commercialization

Brand Identity Systems · Brand Stewardship & Guidelines · Retail Marketing · Point-of-Sale & Marketing Collateral · Creative & Art Direction · Creative Team Leadership · Cross-Functional Collaboration with Marketing, Commercialization & Production

PROFESSIONAL EXPERIENCE

Leotiz — Independent Creative Practice

Founder-led

Founder / Creative Director — contract | *client engagements below*

- Run an independent design practice owning packaging development from concept through production — concept, packaging graphics, specifications and production-ready artwork.
- Developed packaging systems and production-ready artwork for multiple consumer brands, supporting new product launches and consistent brand execution across retail and marketing channels.
- Created scalable brand and packaging identity systems that hold consistency across products, formats and consumer touchpoints.
- Partnered with print vendors and packaging production partners on specifications, proofing, color accuracy, manufacturability and on-time delivery.
- Delivered brand and packaging development for consumer and retail product clients including BG Products, Tosi Health and GUARDaHEART.
- Own client relationships, scoping and business development, aligning design decisions to commercial objectives.

Client engagement — mellohome, a loanDepot company | Contract Creative Lead / Art Director | 2017–2020

- Contracted to lead creative for the ground-up brand build of mellohome, launched January 2017 — positioning, visual identity and a brand system applied across every consumer touchpoint.
- Built the brand standards and guidelines that held consistency across print, digital and marketing collateral.

- Directed the consumer and agent digital experience alongside supporting advertising and marketing campaigns.

Client engagement — loanDepot | Contract Art Director | 2015–2020

- Engaged as a contract art director under the company's Art Director, delivering production-ready creative assets supporting consumer-facing marketing initiatives across print, digital and retail environments while maintaining strict brand standards.
- Built and led my own contract creative team, scaled from 5 to 25+ designers and specialists, delivering high-volume consumer-facing design work.
- Negotiated production and pricing with outside print vendors and held accountability for deliverables, timelines, budgets and output quality.
- Delivered creative for the brand transition of three acquisitions — Mortgage Master, iMortgage and loanDepot Wholesale — into one consistent brand system.
- Collaborated with third-party agencies on national television commercials and corporate events, and supported cross-functional marketing and project management teams.

SweetSpot

Sr. Art Director / UI Designer

- Managed a team of graphic designers and supervised production workflows from concept through final, print-ready execution.
- Held required standards for every project type — typography, layout and output quality — under compressed deadlines.

American Business Card / Biz Card

2011 – 2013

Market Sales Manager / Web Developer / Advertising

- Print production, advertising and marketing for a broad client base, from artwork preparation through vendor output and delivery.

EARLIER MEDIA, BROADCAST & CONTENT EXPERIENCE

NBC Media • PEN TV • Fox Türkiye • Zero TV • Live TV (Persian Network) • M2 TV / Channel 18

2008 – 2011

Control Room Director • Editor • Animator • Photographer • TV Host

- Photography, videography, motion graphics and post-production for broadcast, and live control-room direction across NBC Media, PEN TV, Fox Türkiye and Zero TV — the content craft behind consumer-facing campaigns.

EDUCATION

Chapman University — Bachelor's Degree, Creative Content (undergraduate)

2012

AWARDS & AFFILIATIONS

Golden Cinematix Award — Nominated and Awarded (2015) | Awarded by the Naturalistic Group of Photography (2010) | Member, U.S. Photographers Institution | Annual Volunteer Photographer, Mehregan Charity

TECHNICAL SKILLS

Packaging & production: Packaging Design & Development • Packaging Systems • Production Artwork • Print Production • Prepress & Proofing • Color Management • Packaging Graphics • Label Design • Typography • Vendor Coordination

Software: Adobe Illustrator • Adobe InDesign • Adobe Photoshop • Adobe Acrobat • Adobe Premiere Pro • Cinema 4D • Blender • ZBrush • WordPress • HTML5 / CSS / JavaScript

Brand & marketing: Brand Identity Systems • Retail Marketing • Consumer Packaging • Product Launches • Creative Direction • Packaging Innovation

LANGUAGES & INTERNATIONAL PERSPECTIVE

English | Farsi / Persian

Professionally experienced across the United States and Europe, with international broadcast and media work — bringing a multicultural perspective to consumer brands, packaging and audience communication.