

Halley Barney

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Summary

Design Director with 10+ years of experience shaping brand expressions, packaging, and retail experiences for beauty, consumer goods, fragrance, and lifestyle brands. Skilled in concept development, identity systems, storytelling, and hands-on design, with experience leading designers and collaborating with clients, licensors, vendors, and cross-functional teams from strategy through production.

Skills

- **Creative Direction & Strategy:** Brand Storytelling, Concept Development, Creative Judgment, Cross-Platform Cohesion, Identity Systems, Packaging Design, Retail Design, Digital Design, Product Design, Design Systems
- **Brand Identity Design:** Color Systems, Display Design, Logo Design, Signage Design, Style Guides, Typography
- **Client Collaboration:** Brand Alignment, Client Relationship Management, Presentation, Revisions, Stakeholder Feedback, Vendor Handoff
- **Project & Team Management:** Cross-Functional Collaboration, Dieline Management, Packaging Revisions Management, Timeline Management
- **Technical Skills:** Adobe Creative Suite (Acrobat, Keynote, Illustrator, InDesign, Photoshop), Asana, Figma, Microsoft Office, Packaging Production, Printing Processes, Prepress Requirements, Print Specifications, Retail Production

Design Experience

Almar Sales Co.

2017 - Present

Design Director

- Led creative direction from concept through execution for packaging design and retail design solutions across novelty, seasonal, and cosmetic categories, including in-store presentation and retail configurations.
- Translated brand strategy into cohesive identity systems and compelling shelf-ready designs, improving customer engagement and visual impact in competitive retail environments.
- Collaborated directly with overseas manufacturers, vendors, retail buyers, and cross-functional partners to manage packaging production, printing processes, prepress requirements, and vendor handoff while ensuring accurate execution across materials, timelines, and quality standards.
- Directed mockup creation and prototypes, applying creative judgment to refine concepts, maintain brand consistency, and secure stakeholder approval across retail channels.
- Led licensed packaging programs for brands such as ZAG and MGA and developed private label designs for Walmart, Target, Party City, Five Below, Marmaxx, and more, managing packaging revisions across multiple SKUs and product lines.
- Managed and mentored a team of junior designers, providing creative direction, feedback, and oversight to ensure brand consistency and high-quality execution across projects.
- Acted as a key contributor in aligning seasonal and promotional design concepts with broader market trends and consumer insights.

Townley Girl, Inc.

2015 - 2017

Senior Designer

- Developed licensed packaging and product designs, including children's cosmetics, hair, novelty, and dress-up products, translating brand direction into cohesive experiences in collaboration with Disney, DreamWorks, Hasbro, Netflix, and Sony.
- Designed multi-SKU retail collections, including cosmetics, accessories, and packaging tailored for young consumers and competitive shelf placement, balancing creative concepts, design systems, and packaging revisions across product lines.
- Managed a team of junior designers and maintained consistent communication with licensors and overseas production teams to ensure brand integrity, accurate dieline management, and effective vendor handoff.
- Conducted trend research and market visits to inform fresh, engaging product concepts that aligned with consumer behavior.
- Created mockups and prototypes for stakeholder review and client approval, streamlining the production process and reducing revisions.

FNUE Design

2009 - 2015

Designer

- Designed detailed mechanicals for soft goods, socks, packaging, catalogs, and GWPs using Adobe Creative Suite, including Illustrator for design and Photoshop for photo editing, resulting in enhanced presentation and customer engagement.
- Conducted market research, visited stores, and collaborated on fabric swatches, zippers, pulls, threads, pockets, logos, and labels to ensure product accuracy and appeal while aligning offerings with market trends and business objectives.
- Crafted visually impactful print materials with strong typography, applying print specifications to effectively communicate key messages and increase audience engagement and brand recognition.

Marc Jacobs & Vera Wang for Coty

2007 - 2009

Package Designer

- Launched iconic fragrance lines, including Marc Jacobs Daisy and Vera Wang Princess, by developing packaging design concepts that strengthened product appeal and brand presence.
- Collaborated closely with the fragrance director to configure and refine scent notes, ensuring each fragrance captured the intended essence and mass customer appeal.
- Managed the design process from concept through production for marketing materials such as tear sheets, U-frames, duratrans, blow-ins, and POS displays, ensuring cohesive brand expression across all retail touchpoints.
- Developed innovative packaging concepts that drove customer engagement and satisfaction through thoughtful design choices aligned with strategic brand direction.

Education

University of Phoenix

Master of Business Administration, Marketing

The Art Institute of Phoenix

Bachelor of Arts, Graphic Design