



KAYLYN COX

Graphic / Product & Packaging Designer

CONTACT

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EDUCATION

B.A. in Visual Communication Design
Minor in Marketing
Anderson University, Anderson, IN
Graduation Year : 2014

SKILLS / 1 -POOR, 10 EFFICIENT

ADOBE CC & CS



PRODUCT & PACKAGING DEVELOPMENT



VARIOUS COLLABORATIONS



PRINTING METHODS



CONCEPT DEVELOPMENT



ORGANIZATION / VOLUNTEER

NEW CIRCLE CHURCH

Worship, Nursery, & Hospitality Team Member
2019 - Present

AIGA MEMBER

September 2011 - 15

WORK EXPERIENCE

POWERUP Toys

Art Director / Brand Manager / Product & Packaging Designer

August 2025 - Present

- Create and conceptualize the art direction for PowerUp Toys and update brand guidelines to establish PowerUp as a brand
- Design and execute almost all creative assets across multiple channels and forms of media including packaging development, signage, banners, and booth for tradeshow, product catalog, print and digital advertisements, assets for Amazon listings, A+, and E-commerce, social media ads, and etc.
- Assist and create assets for different branches of PowerUp for both B2B and B2C

Packaging / Graphic Designer

September 2021 - October 2025

- Designed and conceptualized the visual direction for PowerUp's Flight System Kits Collection, instructions, and pioneer card
- Created 3D mockups of packaging for presentation purposes and pricing specs
- Executed dielines for packaging and product display

SUNSTACHES

Product Designer

September 2021 - October 2025

- Created multiple products using officially licensed guides including Disney, Nintendo, Warner Bros. Entertainment, Universal Studios/Pictures, Spin Master, Mattel, Ludo Studio/BBC Studios, Mojang Studios, Jazwares, MGM Studios, Pinkfong, and etc.
- Designed and conceptualized multiple accessories using officially licensed brands and characters such as Minnie Mouse, Encanto, Maleficent, Alice in Wonderland, Disney Princesses (Frozen, Moana, Ariel, Cinderella, and etc.), Marvel (Spiderman, Ghost Spider, Moon Girl, and etc.), Harry Potter, Wicked, Unicorn Academy, Trolls, Bluey, Minecraft, Squishmallows, Sonic, Baby Shark, LayLay, Care Bears, and etc.
- Took on challenging product development and laid the foundation for file set up and development for various products including Adult Arkaid Premium sunglasses, jewelry boxes, wristlets, crossbody bags, wristlet wallets, lanyards, and etc.

BRYBELLY HOLDINGS INC.

Senior Graphic Designer / Product & Packaging Designer

April 2021 - September 2021

- Trained and oversaw junior designers on both technical and conceptual aspects of products and packaging
- Continued with all other responsibilities previously listed for graphic designer

Graphic Designer / Product & Packaging Designer

June 2017 - April 2021

- Designed and conceptualized a wide variety of products and packaging including children's toys, tabletop and casino gaming supplies, Halloween costumes, and etc.
- Created pre-production mockups and worked with overseas manufacturers
- Edited photos for several products that meet E-commerce standards
- Delivered sales materials including sell sheets, banners, and signage
- Managed quality checks during pre-production and after mass production
- Collaborated with colleagues to produce packaging dielines

ENGLIN'S FINE FOOTWEAR

Creative Manager / Graphic Designer

March 2015 - May 2017

- Designed over 80 digital and print advertisements for various events
- Collaborated with 40 company representatives such as UGG, Birkenstock, Merrell, Keen, Dansk, Sperry for co-op approval in order to meet brand standards
- Conceptualized and executed all designs for 6 separate locations and E-commerce