



Marni Kanne
BRANDING & PACKAGING
DESIGN SOLUTIONS

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EDUCATION

Fashion Institute of Technology - New York, NY
9/2007 – Present

Bachelor of Arts, *Packaging Design* – Graduating May 2012
Associate in Applied Science, *Communication Design*

University of Minnesota - Minneapolis, MN
9/2000 – 5/2004

Bachelor of Arts, *Advertising*
Minors, *Art and Asian Languages & Literature*

WORK HISTORY

Blue Marlin - New York, NY
5/2011 – 6/2011

Design Intern

- Responsible for designing packaging and preparing materials for client presentations and focus groups.
- Assisted creative team with researching and concept building.

LAM Design - Pleasantville, NY
2/2011 – 5/2011

Design Intern

- Responsible for packaging and surface design and prepared final artwork.
- Assisted creative team with trend research and preparing shelf-sets for client presentations.

McGraw-Hill - New York, NY
5/2006 – 8/2010

Traffic Coordinator

- Created and designed media kits, print ads, web banners, e-blasts, belly bands and large format signage.
- Identified and monitored the stages of advertising programs across multiple McGraw-Hill Construction products.
- Worked closely with several departments to produce advertising and media programs.

Ann Taylor Loft - New York, NY
10/2004 – 1/2007

Visual Merchandiser

- Responsible for implementation of merchandising strategy.
- Planned, executed, and ensured completion of window and in-store displays.
- Led visual merchandising standards class for new associates.

AWARDS

PPA Student Design Challenge - 4th Place, 2011

Mars My M&M's Challenge - Finalist, 2011

ACTIVITIES

AIGA Member, 9/2010 - Present

Packaging Design Club Member, 5/2010 - Present

NY Cares Member, 7/2006 - Present

SKILLS

Proficient in InDesign, Illustrator, Photoshop, Dreamweaver, Microsoft Office, and FileMaker Pro.

INTERESTS

Knitting, yoga, reading, blogging, cooking, bread baking, printmaking and bookbinding.