

# India Nagy

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Creative art director with 18+ years guiding brands in retail, CPG, and tech. Proven success transforming business goals into compelling solutions. Created distinctive work for Amazon Go, Microsoft, and major food/beverage lines. Known for balancing creative vision with practical execution while building strong relationships with teams and stakeholders.

## COMPETENCIES

- Brand Strategy & Design Leadership
- Multi-channel Campaign Development
- Packaging, Print, & Digital Design
- Product Launch & Brand Implementation

## TOOLS & PLATFORMS

- Adobe Creative Suite
- Figma
- Microsoft & Google Suite
- WordPress, MailChimp, & Shopify

## WORK EXPERIENCE

**Senior Designer** / Amazon Go (Contract), Seattle, WA, August–November 2024

- Created design systems for flagship Amazon Grocery store in Chicago, creating cohesive branded experiences that enhanced customer navigation and engagement across digital and physical touchpoints.
- Created and presented creative decks to stakeholders, adapting designs based on strategic feedback.

**Art Director** / Seattle, WA, freelance, 2006–present

- Specializing in brand identity, social media content, packaging, and marketing design for food, retail, and lifestyle brands.
- Clients include Microsoft, PCC Markets, InnovAsian, SparkVertical, and Alki Apothecary.

**Creative Manager, Brand Design** / Promise Confections (SGF), Kent, WA, 2020–2024

- Directed creative strategy and brand execution for nine consumer brands within a \$130M confections company, driving consistent growth.
- Designed and executed visual systems for 360° marketing campaigns, developing logos, websites, packaging, and print materials that strengthened brand identity and consumer engagement.
- Led major packaging redesign for five candy bar brands, balancing fresh design with brand recognition. Managed design teams and stakeholders through complex FDA requirements and retail specifications.
- Managed all aspects of trade show design from initial concepts through on-site installation. Created modular display systems, large-format graphics, and product showcases that adapted to different venues while maintaining brand impact and meeting strict event requirements.
- Created precise, print-ready mechanicals, collaborating with vendors to ensure accurate color, dielines, and cost efficiency. Implemented strategic adjustments that saved \$10K in printing plate costs without compromising quality.
- Directed product photography from styling through post-production for e-commerce and marketing use.

**Art Director** / Granum, Incorporated, Seattle, WA, 2006–2019

- Spearheaded brand evolution and expansion for premium tea portfolio, developing distinctive visual identities that drove shelf presence and supported entry into new market segments.
- Led creative for multiple product launches, building campaigns that worked across retail, digital and trade channels.

- Directed comprehensive website redesign initiative, managing UX/UI development while orchestrating collaboration between marketing, development, and external partners to enhance digital brand experience.
- Built and mentored high-performing creative team, implementing systems for brand consistency while fostering professional development of marketing staff.
- Used customer research to inform design decisions that strengthened our market position.
- Extended brand impact through cause-driven partnerships, creating purpose-aligned campaigns for organizations including PCC Farmland Trust, WaterAid, and the Jane Goodall Institute.

## **PRODUCT AWARDS**

- Skippy® Salted Nut Roll, Honorable Mention, Innovative Product Category, 2023 Sweets & Snacks Show
- Myntz! Wintermint Breath Mints, Honorable Mention, Innovative Product Category, 2023 Sweets & Snacks Show
- Choice Organic Teas' Reishi Detox Wellness Tea, Sofi Silver Medal New Beverage Category, 2018 Fancy Foods Show

## **CERTIFICATES**

- Google Project Management Certificate, Coursera, 2024
- Social & Mobile Marketing Certificate, OMCP, 2020

## **EDUCATION**

- Associate of Applied Science Degree, Seattle Central Community College, Graphic Design
- Bachelor's Degree, New College of South Florida, Liberal Arts

## **VOLUNTEER EXPERIENCE**

- Naturally Seattle, chapter of Naturally Network, 2025
- Student Portfolio Review, Highline Community College, 2024