CINDY KOO PETERSON

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www.kooterson.com

35+ years delivering packaging production, artwork execution, and print-ready assets for global consumer brands. Expertise managing complex packaging programs, high-volume SKU portfolios, cross-functional packaging workflows, regulatory compliance, vendor partnerships, and high-volume production programs. Known for accuracy, operational excellence, and delivering complex launches on schedule.

EXPERIENCE

AUG 2022
SEP 2026

NATIVE | *Senior Packaging Production Artist* | SAN FRANCISCO

- Sole internal Production Artist supporting a $1B+ personal care megabrand, owning end-to-end packaging production execution across a complex product portfolio.
- Led packaging execution for 450+ annual SKUs across U.S. and French Canadian markets, partnering with Brand, Creative, Packaging Engineering, Regulatory, Operations, and external suppliers to deliver assets accurately and on schedule.
- Delivered packaging production assets for core products, seasonal launches, limited-edition collaborations, and new category expansions while maintaining accuracy and meeting aggressive launch deadlines.
- Provided day-to-day leadership, workload management, and coaching for freelance production resources while successfully onboarding and integrating a freelance Production Manager to expand team effectiveness and delivery capacity.
- Developed packaging templates and maintained brand standards that improved artwork consistency, reduced production rework, and accelerated asset development.
- Managed review and approval of hundreds of annual artwork files, color targets, press proofs, and vendor outputs, minimizing production errors and ensuring regulatory compliance and brand consistency.

MAR 2006
JAN 2022

ELEVEN | *Senior Production Artist* | SAN FRANCISCO

- Produced production assets for regional and national client accounts across print, OOH, packaging, station dominations, transit, brand guidelines, and digital channels.
- Supported numerous new-business pitches and client presentations, contributing to agency growth and account acquisition efforts.
- Clients: AAA, California Pacific Medical Center, Callaway Golf, CommonSpirit Health Dignity Health, EatonVance, NetApp, Oakland A's, Visa, Western Governors University

SKILLS

Packaging & Collaboration

Packaging Production
Artwork Development
Prepress
Packaging Compliance
Proofing & Quality Control
Color Management

Software

InDesign
Photoshop
Illustrator

Operations & Collaboration

Production Workflow Management
Asset Management
Vendor Management
Cross-Functional Collaboration
Brand Guidelines
Print Production

ADDITIONAL PRODUCTION EXPERIENCE

JUN 1988
OCT 2005

BUDER ENGEL & FRIENDS, LEAGAS DELANEY, BLAZING PARADIGM, HAL RINEY & PARTNERS, PUBLICIS/HODSKINS SIMONE & SEARLS

- Delivered production and packaging artwork for national and global brands across print advertising, OOH, direct mail, catalogs, retail, and corporate identity programs.
- Supported high-profile clients including adidas, AMD, Dr. Martens, Motorola, Symantec, Saturn, Sprint PCS, SKYY Vodka, The North Face, and Monterey Bay Aquarium.

EDUCATION

UNIVERSITY OF CALIFORNIA | DAVIS

Bachelor of Science - Environmental Design