

# Skyler

## Skyler Su Brand Designer

+1(408)513-7927  
skylersudesigns@gmail.com  
[skylersudesigns.com](http://skylersudesigns.com)

**Brand and packaging designer with experience across beauty, lifestyle, and CPG brands. Skilled in translating strategic insights into cohesive visual systems — from brand identity and structural packaging to production coordination across U.S. and Asia. Drawn to work that exists at the intersection of craft and strategy.**

## Experience

### Packaging Design Contractor

Veritiv

12/2025 – Present | Remote

- Developed retail packaging concepts and visual directions for national grocery and jewelry brands.
- Designed packaging systems that balance shelf impact, brand storytelling, and manufacturability.
- Supported production execution through mockups and color proof review.

### Brand & Packaging Design Contractor

Coosi Studio

03/2025 – Present | Remote

- Designed logos, packaging, and 3D bottle structures for multiple CPG and lifestyle brands.
- Created production-ready mockups and collaborated with suppliers on material selection and feasibility.

### Packaging Design Contractor

OKRA Design Studio

03/2024 – Present | Remote

- Designed La Mer FY25 CNY and FY26 CVD limited-edition packaging.
- Developed packaging concepts rooted in cultural storytelling and brand strategy
- Managed projects end-to-end, from concept to vendor-ready production.

### Freelance Brand & Packaging Designer

03.2024 – Present | Remote

- Delivered end-to-end brand and packaging solutions for 10+ global clients across CPG, consumer electronics, lifestyle, and fashion sectors.
- Led U.S. launch packaging for Aidio and developed visual systems for jewelry, pet lifestyle, apparel, and education brands.
- Ensured production-ready execution through close collaboration with vendors and marketing teams across the U.S. and Asia.

### The Experience Design Innovation Intern

Royal Caribbean Group

05.2022 – 08.2022 | Miami, FL

- Ideated new recreational facilities for Coco Cay and conducted passenger focus groups.
- Delivered insights for the design of future onboard and island experiences.

### Industrial & Branding Design Intern

LKK Design

09.2020 – 12.2020 | Nanjing, China

- Created hand-sketched concepts and CAD models for diverse industrial design clients.
- Designed brand culture and visual identity projects within the Branding Design Department.

## Education

### ArtCenter College of Design

01.2020-12.2024 | Pasadena, CA

Bachelor of Science (B.S) in Product Design.  
Minor in Business, and Designmatters.

### Design Academy Eindhoven

02.2024-07.2024 | Eindhoven, the Netherlands  
Study Abroad - 2nd year Silva System studio

### INSEAD

09.2022-12.2022 | Remote Program

Exchange Program - Digital Product Design and Management

### University of California, Davis

2018.08 – 2019.03 Transferred to ACCD | Davis, CA  
Design major: 12 units transferred

## Recognition & Media

### Core77 Design Awards 2024

Student Runner-Up, Packaging Award  
Student Notable of Design, Social Impact Award

### Communication Arts Design Shortlist 2024

### ADC Young Ones 2024 – Round 2 Shortlist

### Cumulus Green 2024

### VoyageLA: Check Out Skyler Su's Story

### CanvasRebel: Meet Nairuolan Su

### ArtCenter College of Design Gallery

## Skills

### **Softwares**

Keynote, Photoshop, Illustrator, InDesign, KeyShot, Solidworks, Figma, Procreate, Acrobat, CapCut (audio & video editing)

### **Design**

- Packaging design, brand strategy & positioning, art direction, conceptual development
- Marketing strategy, storytelling & deck building
- Spatial graphics & retail design, sketching, hands-on model building, rapid prototyping

### **Languages**

Native in Chinese | Fluent in English