

Skyler

Skyler Su

Brand Designer

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skylersudesigns@gmail.com

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