

MICHAEL VERSLUYS

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PROFESSIONAL SUMMARY

Senior creative leader and branding specialist with 20+ years in the graphic design field with a successful career driving brand growth across coffee, spirits, home care, and confections. Known for translating business strategy into award-winning design solutions and launching high-volume brand campaigns on time and on budget, I am also adept at partnering with Marketing, R&D, and Operations.

CORE SKILLS:

Brand identity • Packaging design • Website design • Social media advertising • System design • Concepting • Collaboration
Time management • Attention to detail • Ability to generate unique ideas that solve unique problems

PROFESSIONAL EXPERIENCE

PRODUCT AND PACKAGING MANAGER

Lake Champlain Chocolates 2023-2025

Collaborate with marketing, packaging, R&D, purchasing and outside vendors and freelancers to ensure the success of all phases of the product lifecycle: conception, definition, launch, and post-launch, for over 400 new and existing products.

- Managed new and existing product development and packaging projects from initiation to inventory
- Reviewed printer proofs for legal compliance, color, and graphic accuracy. Attend press checks when appropriate
- Streamlined and digitized the entire creative workflow using online proofing and digital asset management
- Maintained accurate digital asset management and product information management systems
- **SELECTED ACHIEVEMENT:** Ensured timelines and budgets were met on all projects. Achieved a 97% success rate on meeting timelines

OWNER, GRAPHIC DESIGN PROFESSIONAL

Triangl Design, 2018-2023

Developed and executed design solutions and communication strategies that turned business objectives into unique, effective and positive brand experiences.

- **SELECTED ACHIEVEMENT:** Led brand identity design development and execution of award-winning City Roots Craft Cider brand
- Clients included: Arctic Chill; Champlain College; City Roots Craft Cider; Clownshoes Beer; PBS
- Consulted with start-ups and local brands on optimizing their creative priorities and hierarchy of messaging.
- Print: packaging, point-of-sale materials, sales collateral, presentation materials, catalogs, and retail merchandising
- Web: site design, UX design, asset creation, social media advertising

CREATIVE DIRECTOR

Seventh Generation | Unilever, 2013-2018

Led an in-house design team of seven Designers, Copywriters, and Agencies in developing, implementing and executing an overall creative strategy for the leading eco-friendly home care brand in North America.

- **SELECTED ACHIEVEMENT:** Developed, presented and implemented a new creative strategy across all brand communication vehicles
- Directed the execution of a design strategy across 273 packages in eight months, increasing distribution and sales by 24%
- Designed and directed award-winning packaging solutions responsible for significant sales growth in their respective categories
- Led the design and copywriting of a comprehensive brand style guide including rationale for creative strategy
- Directed photo shoots for promotional materials, packaging, web, and social media assets

ASSOCIATE CREATIVE DIRECTOR

Keurig Green Mountain, 2006-2013

Managed and set creative direction for the projects of a 17-person in-house creative team to create, define and execute the creative strategy of over 30 brands across a variety of mediums and channels.

- Created three award-winning brand identities: Revv; Donut House Collection; and Barista Prima Coffeehouse
- **SELECTED ACHIEVEMENT:** Concepted marketing campaigns that highlighted the value of KGM's multibrand portfolio
- Directed photo shoots for brand campaigns, promotions, catalogs, and direct mail
- Coached Art Directors, Designers, Freelancers, and Copywriters on design solutions to meet business objectives
- Presented concepts and design solutions to Marketing Directors and Brand Managers daily

SENIOR GRAPHIC DESIGNER

Green Mountain Coffee, 2003-2006

Designed a wide variety of pieces, including packaging; environmental graphics; point of purchase materials; and print advertising for a number of regional brands.

- **SELECTED ACHIEVEMENT:** Designed Newman's Own Organics coffee bag packaging and branding assets
- Designed five seasonal coffee campaigns annually for Green Mountain Coffee brand
- Directed and assisted designers with packaging projects as the in-house packaging expert
- Designed point-of-sale and selling materials for supermarkets, convenience stores, and a multitude of retail shops
- Developed presentation skills by presenting design solutions to project teams and stakeholders on a weekly basis

SKILLS AND TOOLS:

- **Tools:** Adobe Creative Suite • Figma • WordPress • Kling (AI)
- **Process:** SKU system design, stage-gate, DAM/PIM admin, vendor management, budget/timeline management
- **Leadership:** Team building and coaching, creative strategy, stakeholder management, cross-functional facilitation
- **Prepress:** dielines, color management, CMYK/Pantone, trapping, proofing, press checks, sustainability/FSC
- **Business:** eCommerce merchandising and advertising, retail POP, brand guidelines, copy collaboration, presentation skills

AWARDS:

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| • City Roots Craft Cider Branding | Graphic Design USA 2019 |
| • Seventh Generation Diaper Packaging & Branding | Graphic Design USA 2017 |
| • Seventh Generation Laundry Branding | Graphic Design USA 2015 |
| • Barista Prima Coffeehouse Packaging | Graphic Design USA 2011 |
| • Donut House Collection Branding | Graphic Design USA 2010 |
| • Revv Packaging & Branding | Graphic Design USA 2010 |

EDUCATION

- B.A. in Journalism and Mass Communication, St. Bonaventure University, 1995-1999
 - Coursework in visual communication and brand storytelling
 - Editor-and-Chief "The Laurel" University poetry magazine 1999
 - Resident Assistant 1997-1999
- Supervisor Success Program, Green Mountain Coffee Roasters, 2008-2009
 - Leadership, feedback, coaching, performance management