

# Jimmy Greene

## designer of stuff

processes - packaging - tools - teams

### my work history

#### Berkley International (Rogers, AR)

Structural Design 2022 - 2023

Building a Design Department for an up-and-coming packaging and display brokerage firm with ambitious goals.

#### Bay Cities Packaging and Design (Bentonville, AR)

IT Consultant/Structural Design Manager 2020 - 2022

Consulted with IT Dept to help develop, troubleshoot and train users on the web-based project management and automation tools. Later transitioned to build a Structural Design team in Bentonville for the POP side of the business. Design on a daily basis and manage a team of 5.

#### Englander dZignPak (Bentonville, AR)

Director of Creative Services 2012 - 2020

Director, reporting to the CEO, hiring manager for entire design team (graphics, structure, production art, 3d) across 3 locations. Responsible for process improvement company-wide, development/implementation of web-based project management tools and automation, and developing/tracking metrics for improvement. I trained every user in the company to use the new tools we developed.

#### International Paper (Bentonville, AR)

Senior Structural Designer 2010 - 2012

POP Design, Renderings, Mock-ups. I worked with the Project Managers and the Sales staff to develop a web-based project management platform to replace multiple forms for design requests and project logs. This tool expedited communication between departments and promoted workload balancing between team members.

#### PCA (Bentonville, AR)

Structural Designer 2008 - 2010

Developed POP and packaging designs for retail for some of America's largest brands in the world's largest retailers. Participated in the team to develop and implement new CAD software. Designed forms and outputs for use across the design network. Developed in-house project management tools and customer-facing site for project tracking and information sharing.

#### Rapid Prototypes (Bentonville, AR)

Owner/Design Manager 2003 - 2008

Designed packaging, POP displays, brands, and products (structural and graphic) and produced prototypes. Managed a team, including 4 Graphic Designers, Production Team of three and 2 administrative people as well as day-to-day business tasks. Created a web-based project management tool using to handle design workflow and produce cost estimates for quotes.

#### Love Box Company (Springdale, AR)

Structural Designer 2001 - 2003

POP/Packaging designer. Created hundreds of new display designs for book stores and small retailers. Communicated with multiple manufacturing facilities to produce specs that met their specific needs while maintaining the design parameters from clients.

#### International Paper (Russellville, AR)

Plant Designer 1997 - 2001

Sample maker. Packaging Designer. Worked primarily in industrial packaging, concerned primarily with pallet and shipping efficiency. Consolidated SKUs from multiple customers, increasing efficiency for the plant and our customers. Managed relationships directly with customers and developed designs based on their requests. If you've actually read all this, you're a rock star and I thank you.

### my skills

BA Graphic Design

#### SOFTWARE

Windows  
MacOS  
ArtiosCAD  
WebCenter  
Illustrator  
Photoshop  
Sharepoint  
MS Office  
Cape Pack  
StackBuilder  
Premiere Pro  
After Effects  
SketchUp Pro  
3DS Max  
Fusion 360  
Automation Engine  
InDesign  
ImpactCAD  
OnyxRIP  
PrintFactory  
**HARDWARE**  
Kongsberg/Zund  
HP FB700  
Mac & PC  
Raspberry Pi

### my interests

Technology  
Stereolithography  
Art & Design  
Camping &  
Outdoors

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### A little more...

I have a BA in Graphic Design and have been working in packaging design since 1997.

I've worked in brown box plants, owned and operated (and sold) a prototyping service, and worked in & managed graphic/POP shops with digital direct-to-corrugated printing and prototype capabilities. Although I use industry-standard CAD and Graphics applications every day, on Mac and Windows, I pick up software like it's second nature, and I use the tools at my disposal to get stuff done.

I've managed departments in varying capacities since 2003, doing everything from day-to-day design work, to screening & hiring designers, building project management systems, and managing budgets. My teams have run the gamut in size; from "just me" to 12 direct reports in multiple locations. I am my most valuable to a Design Team when I'm improving processes, developing tools so that designers can work faster, and finding designers that love (and are good at) the work.

My strengths are organization, cross-team communication, and understanding what it takes to build a professional, responsive design team, as well as getting them the tools they need to stay that way. A well-built design team that has the tools they need will always impress a customer.

I love to investigate pain points in the day to day processes and figure out ways to improve them. The saying that "simplicity is the hallmark of design" is a great thing to remember when making anything, whether you're designing a PDQ tray or a system to automate file prep for Production. When you need a thing to work as flawlessly as possible, keep it as simple as possible.

**Simplicity**  
**-not complexity-**  
**is the hallmark of**  
**good design**

