

# Agustina de la Plaza

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## WORK EXPERIENCE

### Freelo Design

*Creative Director / Packaging Designer*  
DEC 2005 - PRESENT

Led branding and packaging design for clients like Fresca Foods and EatPastry and agencies like Interact Brands.

Developed several brand extensions, rebrands and new product concepts.

Created guideline books for several brands.

Provided print production design for boxes, cartons, bottles, yogurt cups, pouches, and more.

Designed pitch presentations, mockups, websites, and more collateral identity material.

**BRANDS:** Nestlé (Lean Cuisine, Life Cuisine, etc), Danone North America (International Delight, Silk, Light & Fit, etc), Laird Superfoods, Sejoyia, Open Road Snacks, Eatpastry, Reveri, KataModo, Lincoln Motor Company, Izze, Martinson, Naked Juice, Adidas, Nike, MINI, Ford, Datalink, SkiDoo, Alpine Modern, Oogave, and more

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## EDUCATION

BA in Graphic Design (2005) at UBA Buenos Aires University, Argentina.

### Danone North America

*Senior Creative Designer*  
APR 2019 - APR 2021

Balanced high-level packaging graphic design with strategic branding and rebranding projects.

Collaborated on rebrand projects for Danimals, Stok, Danactive Silk, International Delight, and So Delicious.

Worked on brand extensions for all of Danone NA brands, including concepts for new lines and flavors and consumer testings.

**BRANDS:** Danimals, Stok, Silk, International Delight, Danactive, Activia, So Delicious, Wallaby, Oikos and Light and Fit

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## SKILLS

Branding  
Packaging Design  
Strategy  
Regulatory Compliance  
Creative Problem Solving  
Detail Oriented  
Print Production  
Illustration  
Fluent in English and Spanish

### Fresca Foods

*Freelance Creative Director*  
JAN 2017 - MARCH 2019

Led strategic packaging design projects and marketing campaigns at Fresca Foods.

Collaborated closely with internal teams to drive creativity and innovation.

Provided creative strategy, brand development, and project management.

Focused on continuous improvement and staying ahead of industry trends.

**BRANDS:** Coco-Thins, Coco-Roons, Open Road Snacks

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## TECHNICAL SKILLS

Illustrator  
Photoshop  
Indesign  
Firefly

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## WORK EXPERIENCE

### **Mighty Fudge Studios**

*Packaging Designer*

JUN 2009 - JAN 2011

Conducted design adaptation for several packaging projects including agency's main client, Marketside, Walmart's private label brand.

Set up final mechanicals and print-ready files for production.

Collaborated on a few rebrands.

### **Cypher 13 (today Berger & Fohr)**

*Graphic Designer*

SEP 2008 - JUN 2009

Worked on web design, branding, and logo explorations for various start-ups.

Assisted in the production of art pieces.

Contributed to the development of marketing collateral and promotional materials for client campaigns.

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## RECOGNITIONS

*Recommendation by Fe Amarante, Sr Creative Director & Head of Brand Design at Danone NA*

"Agustina is throughout and intentional, and her creative thinking was crucial in so many different moments throughout the year we spent together at Danone. Her design creative sensibility and attention to detail are a hallmark of her approach, complemented by her ability to dive in and tackle the toughest challenges with an open heart and open arms. I'd recommend Agustina as a seasoned creative with a unique approach any time of the day. And the world is pretty small: I'm sure our paths will continue to cross for a long time. :-)"

*The Brand Traveler, Versatility Award (Danone's Internal Team Awards)*

"There's no brand she hasn't touched. There's no project she's not involved in. There's nothing she can't do. Her versatility and ability to make magic happen is second to none."

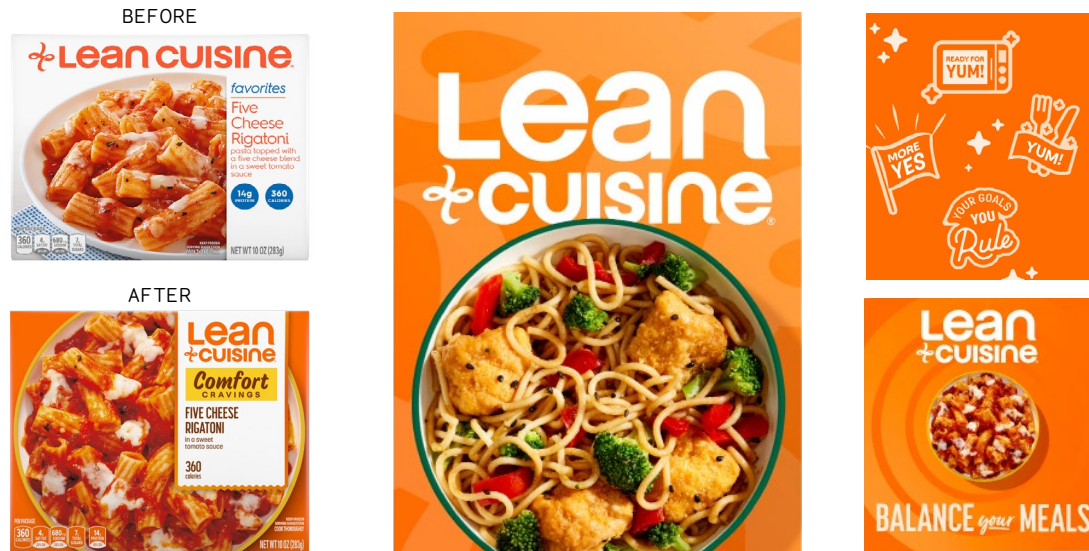
*Panels and Book Publications*

General Assembly, "Be Your Own Boss: Freelance 101" panelist (2018), The Dieline, "Reveri" (2017), The Dieline, "Why Special Inks Are So Important for Packaging" (article published (2017)), The Dieline, KataModo (2017), Packaging of The World, EatPastry (2017), Chois Gallery Magazine, 39th issue (2017), The Dieline, EatPastry (2016), General Assembly + Ello, "Portfolio Principles" (2016), MDX, International Design Yearbook (2014), Artpower, Fashion Hangtag Design book (2011)

**SWIPES OF MOST RECENT WORK**

Find more at [freelodesign.com](http://freelodesign.com)

**Lean Cuisine And Life Cuisine:** Lead designer on rebrand, brand world and brand guidelines book



**Danimals:** Collaborated on rebrand, art directed illustrator and design concepts



**Laird Superfood:** Created brand extensions for their newly rebrand for several products



## SWIPES OF PACKAGING CONCEPTS

Find more at [freelodesign.com](http://freelodesign.com)

**Wallaby (2020):** Design concepts for Wallaby redesign.



**Light & Fit (2020):** Design concepts for Icelandic Style Yogurt.



**Crispy Cream (2020):** Design concepts for a yogurt dessert.





## SWIPES OF PACKAGING WORK

Find more at [freelodesign.com](http://freelodesign.com)

**Alpine Modern (2018):** Coffee packaging for coffee shop in Boulder, CO. Cabin Blend.



**Alpine Modern (2017):** Concept Design for Interact Brands agency.

APPROVED CONCEPT



FINAL, CURRENT DESIGN



**Proyo (2016):** Rebrand for ProYo applied to shakes, yogurt and ice cream.



## SWIPES OF OLDER PACKAGING WORK

Find more at [freelodesign.com](http://freelodesign.com)

**Pollen Honey Co (2016):** Branding for honey company applied to honey, soap, website, and more.



**Force Creamery and Candela (2018):** Concepts for yogurt and milk.



**Betty Lou's (2016):** Concept directions for BL's fruit bars.



## SWIPES OF NON-PACKAGING WORK

**Tendril (2015):** Corporate branding material for Tendril (brochures, infographic and style guide)



**Trizetto (2015):** Company website and booklet for Trizetto.





## SWIPES OF NON-PACKAGING WORK

**Burns Marketing (2015):** Infographic to explain the steps to promote your campaign.

**HOW TO DO IT**  
IN 4 EASY STEPS

**1 Get buy-in from your company.**

**HOW?** Demonstrate that content can help your organization solve challenges.

**CONVINCE** them of the value of content marketing.

**SHOW** how the content impacts business metrics such as cost per lead.

**WHY CONTENT MARKETING?** KEY BENEFITS: **KEY BUYER ATTENTION**, **IMPROVED BRAND LOYALTY**, **GENERATE LEADS**, **INCREASED BEST SALES**.

**60%** OF PEOPLE ARE INSPIRED TO SEEK OUT A PRODUCT AFTER HEARING ABOUT IT.

**2 Develop your content strategy.**

**CUSTOMER RESEARCH** Research your existing customer base to identify your most common buyer personas.

**OUTLINE PERSONAS** Outline the pain, needs, and challenges for each.

**CONTENT GAPS** Find out where the content gaps are in your buying cycle.

**MAP CONTENT** Map content to the buying cycle, including: Awareness, Education, Evaluation, Purchase.

**EDITORIAL CALENDAR** Build an editorial calendar and figure out when and where you want to share it.

**3 Determine your publishing plan.**

**56%** OF 2014 HUBSPOT SURVEY RESPONDENTS SAID THEY WERE DOING CONTENT MARKETING WITHOUT A PLAN.

**CONSISTENT QUALITY** Always keep quality of content consistent.

**REPURPOSE CONTENT** into different formats and channels.

**4 Promote early and often.**

Facilitate **SOCIAL SHARING**.

Incorporate content distribution into the **PLANNING PROCESS**.

Note certain **EVENTS OR DATES** that you could center content around.

**ELI (2015):** Infographic to share their Content Anchors Survey Results.

**2015**  
**ELI Content Anchors**  
**Survey Results**

The teaching and learning community has spoken. Since 2011, ELI has surveyed the community annually to determine key themes and opportunities in post-secondary teaching and learning. We call them content anchors, as they serve as the framework – or anchor points – for our discussions in the coming year. A record number of community members voted to determine the following content anchors for 2015.

**01 FACULTY DEVELOPMENT**  
Faculty development improves practice and manages change by  
ENHANCING INDIVIDUAL strengths and abilities, as well as organizational capacities and culture.

**02 ACADEMIC TRANSFORMATION**  
Academic transformation involves breakthrough teaching and learning models, innovative partnerships and alliances, and the creative use of IT, all targeting increased learner success.

**03 WORKING WITH EMERGING TECHNOLOGY**  
As the tools and models for online education mature and gain wider acceptance, they have growing influence on other forms of education, including residential, classroom-based instruction.

**04 ONLINE AND BLENDED LEARNING**

**05 LEARNING ANALYTICS**  
Learning analytics have a variety of uses such as analyzing faculty, students, and services where intervention is needed, providing input for continuous improvement in course design and delivery, and enabling a customized learning environment.

**06 ASSESSMENT OF LEARNING**

**07 EVALUATING TECH-BASED INSTRUCTIONAL INNOVATIONS**  
The ELI Learning Institute of Impact (ELI) program supports new projects and provides data and feedback to make evidence-based choices of innovative teaching and learning programs.

**08 LEARNING SPACE DESIGNS**  
Learning spaces are evolving from places of presentation to places of discovery and making.

**09 OPEN TEXTBOOKS AND OER**  
The open educational resource model emerged as a response to rising textbook prices, a need for greater access to high-quality learning materials, the proliferation of digital devices, and a trend in electronic media publishing.

**10 DIGITAL AND INFORMATION LITERACIES**

**11 MOBILE LEARNING**  
Mobile devices and their range of applications are making learning more accessible and flexible.

**12 ACCESSIBILITY**  
Learner experience and engagement are priorities for institutions and funding agencies.

**13 GAMES AND GAMIFICATION**

**14 SOCIAL MEDIA FOR TEACHING AND LEARNING**

**15 LMS SERVICES**

**ELI 2015**  
For more information, visit the **ELI 2015 Content Anchors Survey Results** website.