TORI CHIARELLO

Senior Designer · Brand & Visual Identity
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ABOUT

Designer with 7+ years across global streaming, CPG packaging, and brand identity. I make design that feels smart, intentional, and human — strong visual instincts paired with end-to-end ownership and the technical chops to bring it all the way through production. Known for clean execution, clear thinking, and raising the bar on every team I join.

EXPERIENCE

Graphic Designer — Newell Brands, Atlanta, GA *Oct 2025 – Present*

- Lead packaging design across the Outdoor & Recreation portfolio — translating brand guidelines and regulatory requirements into production-ready systems that hold up at retail and on shelf
- Defined technical standards where none existed (including reliable approaches for minimum font sizing within print constraints), reducing pre-press errors and rework across the team
- Audited legacy file libraries and built consistent standards across deliverables; caught critical pre-production issues before manufacturing, protecting both timelines and brand integrity
- Centralized cross-functional communication across marketing, legal, and production — cutting through ambiguity and keeping complex projects moving cleanly
- Mentored teammates on technical packaging requirements, building team capability in print and production problem-solving

Freelance Brand Designer — Tori Chiarello Design, Remote *Mar 2024 – Present*

- Build brand systems, social kits, and marketing visuals for small businesses and independent creators — from identity strategy through final execution
- Design reusable template toolkits that maintain aesthetic cohesion while dramatically speeding up content creation
- Use AI tools (Firefly, MidJourney, Leonardo) for rapid concept exploration before hand-polishing final deliverables
- Explore emerging AI-assisted workflows to accelerate concept development while maintaining strong creative direction and final craft

Graphic Designer — Warner Bros. Discovery, Chicago, IL & New York, NY *Jan 2019 – Mar 2024*

- Designed high-impact graphics and app store visuals for Max, HBO Max, and Discovery+ — work seen by millions globally across multiple markets
- Collaborated with teams across 10+ international regions to localize campaigns while maintaining global brand consistency and visual standards
- Managed 500+ deliverables across campaigns without sacrificing craft — built scalable templates and systems that held up at volume
- Clarified complex information through smart layout and visual hierarchy, making editorial and technical content feel effortless

SKILLS

Design Adobe Creative Suite (Ps · Ai · Id) · After Effects · Premiere · Figma · Motion Graphics · Editorial & Layout · Social-First Creative · Print Production (Dielines · Color · File Prep) · Design Systems & Templates

AI & Creative Workflow Firefly · MidJourney · Leonardo · ChatGPT · Jira · Monday · Notion · Google Slides · PowerPoint

EDUCATION

BA, Film & Writing with Honors Columbia College, Chicago, IL

Certifications UX Design Foundations (Google) · Advanced Photoshop Retouching (Noble Desktop) · After Effects, Ps & Ai (School of Motion)