

Kat L. Selvarajan

Senior Brand Designer / Creative Production Specialist

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Senior Brand Designer with 10+ years of experience delivering at-scale CPG execution for global icons including Jägermeister, Casamigos Tequila, and Teremana Tequila. A deeply hands-on Individual Contributor trusted to independently produce production-ready print, packaging digital, motion, retail, events & experiential, and POS assets with exceptional speed and technical precision. Known for strong creative judgment, end-to-end ownership, and the ability to translate complex concepts into accurate, on-brand, final-ready work across formats with minimal revision.

PROFESSIONAL EXPERIENCE

Lead Senior Brand Designer

Opici Wines and Spirits | Glen Rock, NJ

01/2025–Present

- Produced 30+ projects per month across campaign creative, retail displays, POS, and packaging for 50+ premium CPG brands.
- Delivered production-ready assets across print, digital, and retail channels, maintaining strict brand consistency and technical accuracy.
- Operated as a highly autonomous senior designer, translating complex requests into final creative with minimal revision cycles.
- Collaborated across marketing, sales, and external vendors to support national campaigns and retail programs.
- Introduced AI-assisted workflows that improved speed and efficiency for sales-enablement materials.

Senior Brand Designer / Production Lead

Mast-Jägermeister US Inc. | White Plains, NY

08/2015–10/2024

- Served as the primary hands-on designer for Jägermeister, supporting U.S. execution for Teremana Tequila and producing 600+ production-ready assets annually across campaign creative, retail, POS, digital, motion, events, and packaging.
- Developed original campaign creative and key visuals while translating global brand campaigns into localized U.S. executions across all 50 states, ensuring brand and regulatory compliance.
- Delivered print, digital, motion, retail, POS, and packaging assets supporting national launches and retail activations.
- Managed complex campaign rollouts independently, earning a reputation as a fast, dependable creative partner requiring minimal oversight.
- Collaborated cross-functionally with sales, marketing, legal, and external vendors to execute integrated brand initiatives.

Graphic Designer

Sidney Frank Importing Co., Inc. | New Rochelle, NY

06/2011–07/2015

- Designed marketing, retail, POS, and packaging assets supporting the U.S. growth of Casamigos Tequila, Jägermeister, Monkey 47 Gin, Bärenjäger, and various proprietary brands.
- Delivered production-ready print and retail creative for national promotional programs and product launches.
- Developed packaging and label concepts improving shelf readability and premium brand positioning.
- Partnered with printers and vendors to execute specialized finishes including foils, embossing, and premium stocks.
- Managed multiple brand initiatives simultaneously while meeting aggressive production timelines.

EDUCATION

Bachelor of Fine Arts in Graphic Design | University of Bridgeport | Bridgeport, CT

CORE SKILLS

360° Brand Execution (Print, Digital, Motion, Retail, Packaging, Events, Experiential), Integrated Campaign Creative Development & Rollout, Production-Ready Asset Creation, Workflow & Generative AI Production, Brand Governance & Quality Control, High-Volume, High-Speed Execution, End-to-End Creative Ownership, Project Management

TOOLS

Adobe Creative Suite, Adobe Photoshop, Adobe InDesign, Adobe Illustrator, Adobe Premiere Pro, Adobe After Effects, Adobe Lightroom, Adobe Acrobat Pro, Firefly, AI-Assisted Creative Tools (Ideation & Workflow Acceleration), Asana, Slack, Canva (foundational), Figma (foundational), PowerPoint, Word, Mac & PC systems