



NUREEN BHIMANI

GRAPHIC DESIGNER + FINE ARTIST

ABOUT ME

I'm a passionate **graphic designer** and **fine artist** with a deep commitment to sustainability and plant-based living. A dreamer and inspirer at heart, I thrive on collaboration, mentorship, and creating work that makes an impact. With an entrepreneurial spirit and a love for lifelong learning, I'm always exploring new skills to enhance my art and design experience. Known for my cheerful, patient personality and problem-solving mindset, I aim to bring creativity, curiosity, and purpose to everything I pursue.

EDUCATION

GEORGIA STATE UNIVERSITY
August 2015

BACHELOR IN FINE ARTS (BFA)
Drawing and Painting

SKILLS

- Microsoft Copilot
- Microsoft Suite: Powerpoint, Word, Excel, Outlook
- Adobe Firefly
- Creative Suite: Adobe Illustrator, Photoshop, InDesign, Acrobat, Workfront
- Canva
- Smartsheet

AWARDS & EXHIBITIONS

- National Jubilee Arts Festival
MAR. 2018 | Pasadena LA, CA
- The Crow Show
FEB. 2016 | San Diego, CA
- Animal Spirit
SEPT. 2015 | Costa Mesa, CA
- Exercises in Style
NOV. 2014 | Atlanta, GA

PROFESSIONAL DESIGN EXPERIENCE

SENIOR DESIGNER | KIDS 2 (OCT 2019 - CURRENT)

- Lead end-to-end packaging design for Kids2 brands and licensed partners (Disney, John Deere, Ford), from concept through global implementation.
- Spearhead Bright Starts brand redesign and major packaging updates (*across 200+ SKUs in 2025*), ensuring consistency and retailer compliance.
- Direct photo shoots and prepare shot lists to deliver high-quality, on-brand assets for packaging and marketing in collaboration with the photo and video team.
- Concept & develop structural dielines & packaging pack-outs in collaboration with engineering teams in China to gauge product fit in package structure.
- Design thematic gift sets packaging concepts for new categories through cross-functional collaboration while maintaining brand consistency.
- Conduct retail analysis and partner with insights teams to enhance brand presence and optimize packaging strategies to further solve business gaps to potentially increase revenue.
- Create & deliver high-volume physical and digital mockups for sales meetings, trade shows, and internal showcases under tight deadlines, maintaining quality and accuracy.
- Mentor and train designers in the U.S. and China on packaging guidelines to ensure global design consistency and to distribute efficient organization in work flow.
- Establish and maintain brand dashboards and guidelines to drive cohesive visual identity across all SKUs for Bright Starts and licensed partners.
- Adopt AI tools (Firefly, Copilot) to streamline workflows and drive innovation in packaging processes.

JUNIOR DESIGNER | PEACHTREE PLAYTHINGS (AUG 2016 - SEPT 2019)

- Implemented Airtable to streamline project workflows and improve communication between project managers and designers.
- Designed innovative packaging concepts for major brands including Disney, DreamWorks, Pixar, and Warner Bros., and prepared mechanical files for production.
- Created original brand identities for new product lines and stationery collections.
- Conducted trend research and developed mock-ups to support client presentations and meetings.

GRAPHIC ARTIST | ATLANTA GASTROENTEROLOGY ASSOCIATES (JUN 2015 - FEB 2016)

- Designed and produced a wide range of marketing materials, including digital assets, stationery, promotional items, business cards, advertisements, e-newsletters, and social media graphics.
- Managed and maintained the digital database of physician photographs and biographies to ensure accuracy and accessibility.

VOLUNTEER DESIGN EXPERIENCE

DESIGNER | GE FESTIVAL DUBAI - ART GALLERY | AUG 2025

- Supported exhibit setup by hanging artwork and preparing missing artist biographies and descriptions.
- Partnered with fine artists to ensure accurate and visually appealing display of their pieces.
- Led guided tours for attendees, offering detailed insights into the art and curation.
- Welcomed and hosted high-profile guests and delegates during the exhibition.

CREATIVE DIRECTOR | TEDX PONCEY HIGHLAND | 2018

- Designed print and digital marketing materials, including banners, posters, and event collateral.
- Developed a localized website to provide attendees with event details and resources.
- Created custom photo booth props and souvenirs to enhance attendee engagement.
- Provided art direction for social media content to maintain brand consistency and visual appeal.

INTERNATIONAL GRAPHIC DESIGNER LEAD | RAYS OF LIGHT EXHIBITION UNDER THE AGA KHAN INSTITUTION | 2016 -CURRENT

- Designed refreshed graphics for exhibition displays, ensuring alignment with brand aesthetics.
- Developed marketing collateral, including social media visuals and banner ads, to promote the exhibition.
- Traveled internationally with the team to oversee exhibit setup and manage on-site production of last-minute graphics.