Kaeti Leila MacNeil

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Education

2022 Bachelor of Fine Arts with Distinction. OCAD University. Toronto, Ontario, Canada.
Drawing and Painting: Digital Painting and Expanded Animation

2010 Associate of Arts. Madison Area Technical College. Madison, Wisconsin, USA.
Graphic Design and Illustration

Group Exhibitions

2022 The Artists Forum Festival of the Moving Image, Dobly Cinema, NYC
Salon des Refusés at the OIAF, SAW Gallery, Ottawa, ON, Canada
Mindfield Film Festival, Guild Cinema, Albuquerque, NM
GradEx 107, OCAD University, Toronto, ON

2020 OCADU Live, Online

2019 InMotion, Handlebar, Toronto, ON

2010 Plush You!, Schmancy, Seattle, WA
Soft Serve, OhNo!Doom, Chicago, IL
Candyland, Hot*Pop, Milwaukee, WI

2007 Made in Milwaukee, Milwaukee, WI

Bibliography

2013 “Ringmaster Reginald Roponchó”, STUFFED Magazine, Autumn 2013, print
“Creatures of the Dwarf Planet”, STUFFED Magazine, Winter 2013, print

2011 “Stuffing Stories into Softies”, STUFFED Magazine, Winter 2011, print

2010 “Double Bears”, STUFFED Magazine, Summer 2010, print

Awards

2022 Best Animation Short, The Artists Forum Festival of the Moving Image

2010 Portfolio of Merit, Madison Area Technical College, Class of 2010

Press

2013 “Not Just Tomatoes”, The Waukesha Freeman, print

2010 “Monster Making pays off for Madison college graduate”, The Clarion, print
“Lindquist a master of sewing, imagination”, The Oregon Observer, print

Kaeti MacNeil was formerly known as Kaeti Lindquist.

Experience

Graphic Designer @ The Lumistella Company *August 2022 – Present*

Creating original graphics for the family of Elf on the Shelf brands.

Freelance Designer @ Kaeti MacNeil *June 2018 – Present*

Creating packaging art for production according to client needs.

Full-Time Student / Part-Time Student Monitor @ OCAD University *September 2019 – May 2022*

BFA with Distinction earned specialized in Drawing & Painting: Digital Painting and Expanded Animation.
Full-time student and part-time employment as a Student Monitor in the IT Services Department.

Production Designer — Creative @ Uline Inc. *June 2018 – June 2019*

Pixel perfect catalog layouts according to the impeccable Uline standards.

Packaging Technician / Graphic Artist — Private Brand @ Bon-Ton Stores Inc. *Sept. 2016 – May 2018*

As Packaging Technician (2016-2018), responsibilities included: creation and execution of packaging for Private Brand, creative layout concepts and solutions for packaging projects, worked closely with product teams and vendors, tracked the packaging process from start to finish, color matching samples to Pantone standards, responsible for final production approvals, provided photo direction for product photography, performed final photo touch-ups and editing.

As Graphic Artist, responsibilities included: created original graphic art and illustrations, vectors and digitally painted art for pet and home products, maintained and executed product line sheets, partnered with product development teams and vendors throughout all stages of design and production of packaging and graphic artwork, reviewed and proofed all vendor produced samples.

Senior Designer / Brand Manager / Lead Product Coordinator — Licensed Brands Product Development @ Fashion Angels Enterprises *June 2012 – Sept. 2016*

As Lead Product Coordinator (2015-2016), I worked alongside the Director of Licensing to manage product development across all licensed brands. Responsibilities included: timeline management for production, creating and distributing visual line sheets, creation of sales catalog images and sell sheets, writing creative and sales copy, communication with sales team, licensors, production and product managements teams, led production art and reviewed designers' artwork files for licensor approval adherence, managed packaging translations and language format requirements by distribution region, managed designers' production files for accuracy and adherence to safety testing regulations and factory guidelines, follow-up on any production needs while in process until final samples arrive.

As Monster High™ Brand Manager (2014-2015), I directed the Monster High™ Product Development for the 2015 development season. Responsibilities included: leading a team of designers in original concept development, packaging design and project management, took our ideas from idea to shelf, pitched our concepts to Mattel for approval, presented them at New York Toy Fair, worked with the sales teams and licensors, aided in the development of specific SKUs that could meet everyone's needs and find placement in the mass market.

As Senior Designer (2012-2016), responsibilities included: original concept development, artwork creation using licensor style guides, creating visual mockups and prototypes, directing and finalizing photography, product and package design, collaborated with 3D engineers on product design, created original die-line prototypes for innovative packaging structures, instructional proofing, factory productions files, licensor approval files, management of processes to align with standards and specifications.

Chief Monster Maker — Entrepreneur @ Tyler Poncho Toys *February 2008 – December 2012*

Entrepreneurial designer toy company. Responsibilities included: designed and produced original soft toy concepts and accompanying character stories, wrote and illustrated story books about our beloved protagonist, Tyler Poncho, created brand guidelines for the multiple series of toys, each series with a unique look, feel and connected story, distributed to stores across the country, organized and participated in comic-cons and sales shows for products.

Toy Designer — Retail Management @ Kooky Kids Shop *March 2010 – March 2011*

Co-op shop on Chicago's Magnificent Mile. Part owner to distribute original toy designs to the Chicago shoppers!