

CAREER PACKAGING DESIGN ENGINEER

I am a skilled technical and creative packaging design engineer with over 30 years of experience and comprehensive knowledge of the complete packaging process. I guide clients through each step of the packaging process to ultimately deliver packaging that showcases their product at its best on retail shelves.

Areas of expertise:

- Toy Product Packaging
- Entertainment Packaging
- Health and Beauty Packaging
- Electronic Product Packaging
- Conceptualization & Design
- Material Selection
- Cost vs. Material Evaluations
- Testing and production
- Procurement
- Process Development & Review
- Materials: Corrugate, Paperboard, Folding Carton, Plastic, Foam, Vacuum Form Plastics, Blister Pack, Rigid Carton/Grey Board
- Printing, associated equipment and materials (inks, coatings, etc)
- Packaging embellishments (embossing, foil stamping, ect)
- Flexible foil film for perishables
- Stand Up Pouches, jars and containers
- ArtiosCAD
- CAPE

CAREER HISTORY & ACHIEVEMENTS

GOLDEN HIPPO, Los Angeles, CA

September 2019 – Present

Senior Staff Packaging Engineer

- Develop an internal workflow to capture clear and concise documentation for internal and external cross functional teams.
- Creating a structural packaging infrastructure by standardizing material and packaging specs.
- Improve global print alignment by streamlining packaging vendor base and introducing G7 qualified print suppliers.
- Write procedures and documentation workflow.
- Transform the procedure and documentation into an existing system to bring accountability to all departments.
- Write and program CAD system to align with output with current internal PLM system.
- Integral in the creative marketing and retail packaging components of all new and existing brands.
- Establish a standard file/design format for all high-volume component items to create consistency across all brands.

PARADIGM DESIGN SOLUTIONS, INC., Los Angeles, CA

April 2008 – Present

Owner

- Develop packaging structures using a variety of materials based on client needs and corporate direction.
- Procure materials for global packaging requirements ensuring best possible cost.
- Evaluate current packaging material, assembly labor, and system processes to develop a recommendation to improve the design that will cut cost and create greater efficiencies in manufacturability and labor.
- Create schedules, BOMs and RFQs for all items requiring costing and procurement.
- Negotiate cost, sample and production schedules to meet customers' expectations.
- Key clients include: Sonos, Maya Group, Elite Packaging, Warner Home Video, John Paul Mitchell, JAKKS, Marfred, American International Corporation, New England BioLabs, Scripps Medical Research, Sloan Kettering, USC Medical Research, Superior Container, Bandai, Crosby Stills Nash & Young, Pokémon International, Paxley Eyeglasses and more.

MUNCHKIN, Los Angeles, CA

November 2015 – May 2017

Senior Manager of Global Structural Packaging

- Develop a Global Structural Packaging Team
- Creating a structural packaging infrastructure by standardizing material and packaging specs.
- Improve global print alignment by streamlining packaging vendor base.
- Lead global team to develop packaging designs that is modular and elevates the Munchkin brand.
- Write procedures and documentation workflow.
- Transform the procedure and documentation into a new PLM system.
- Transition team member for acquisitions and partnerships for all global packaging development.
- Integral in the creative marketing and retail packaging components of new Infant Baby Formula Brand GrassFed.
- Design and developed all new packaging designs for the newly acquired consumable lactation cookie company MilkMakers.

WD, A WESTERN DIGITAL COMPANY, Irvine, CA

April 2012 – June 2015

Senior Staff Packaging Engineer

WD is a subsidiary of Western Digital Corp., a global provider of storage devices, networking equipment and home entertainment products.

- Provide technical leadership to cross-functional teams in developing retail/consumer packages to support new products, package improvements, package refreshes and cost reduction.
- Advise product teams as to appropriate materials to be used based on the team's cost goals and desired on-shelf customer experience.
- Develop packaging structures using a variety of materials including paperboard, corrugated material, and vacuum form plastics, blister pack and cushions.
- Review current package designs and materials. Recommend quality and cost improvements. Perform preliminary package feasibility studies to determine proper package size and style based on CSP (Cost, Schedule & Performance).
- Perform necessary tests on new package designs to ensure compliance with qualification criteria. Provide required written results of tests performed.
- Develop, manage and sustain documentation of new package designs to ensure high-level accuracy.
- Propose innovative design solutions for a variety of retail packages with the goal of best possible shelf appeal.

SPIN MASTER, LTD, Los Angeles, CA

April 2008 – May 2011

Senior Director of Structural Engineering/Creative Package Development

- Developed a Global Structural Packaging Development Team and created an infrastructure that brought Spin Master to the forefront of packaging creativity and material innovation within its industry.
- Mentored the packaging design team that developed packaging solutions that clearly achieved marketing objectives.
- Sourced domestic and international vendors that used emerging technologies to produce forward-thinking packaging and product.

MGA ENTERTAINMENT, Van Nuys, CA

September 2002 – April 2008

Director of Structural Engineering/Creative Package Development

- Guided the packaging design team in developing solutions that integrated new packaging trends while meeting brand standards and marketing objectives.
- Hired, nurtured and motivated staff of 14.
- Led an interdepartmental team that evaluated current package designs for improvements in quality and cost. Worked directly with designers develop new package designs and tooling.
- Sourced domestic and international vendors based on their ability to support manufacturability, pallet and container utilization and more.
- Performed necessary tests on new package designs to ensure compliance with all qualification criteria and provided required written results of tests performed.
- Developed, managed and sustained documentation of package designs to ensure high-level accuracy for production.
- Reviewed current package designs and materials. Recommended quality and cost improvements. Performed preliminary package feasibility studies to determine proper package size and style based on CSP (Cost, Schedule & Performance).

ADDITIONAL EXPERIENCE

Senior Packaging and Development Designer

December 2000 – September 2002

- Ivy Hill - Special Packaging, Glendale, CA

Project Packaging Engineer

January 1999 – December 2000

- Mattel, Inc., Glendale, CA

Senior Structural Designer

November 1993 – January 1999

- Ivy Hill – A Time Warner Company, Los Angeles, CA

Package Design Manager

January 1993 – November 1993

- Accurate Box Company, Paterson, NJ

Packaging Designer

August 1991 – January 1993

- Shorewood Packaging, New York, NY

EDUCATION

Bachelor of Fine Arts, Packaging and Industrial Design

ROCHESTER INSTITUTE OF TECHNOLOGY, Rochester, NY

Continuing education/professional enrichment courses/Webinars

Holding others Accountable * Managing Conflict * Creative Marketing Seminar * Effective E-mail Marketing Campaigns * Sustainability * Thinking Out of the Box * Delivering Business Results through Internal Communication * Differentiation Through Smart Packaging * Accelerate Your Growth Through Packaging Innovation * Packaging: The Last Interruptive Media * Integrating Tamper Evidence & Authentication in Pharma Packaging* Packaging Innovation vs. Sustainability: Friends or Foes? *

Professional associations - Artios CAD Users Group

Steffen J. Smith