

HELEN PAIGE BUCK

PRODUCT DESIGNER

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ABOUT ME

Product designer with 3+ years of experience designing and developing pet products from concept to launch. Skilled in product development, surface pattern design, packaging, retail displays, and licensed collections. Proven to efficiently collaborate across multiple teams and overseas manufacturers to deliver high - quality products that drive brand growth.

EXPERIENCE

Sassy Woof | May 2023 - Present

Senior Product Designer (2026 - Present)

Promoted to senior product designer based off leadership, extensive knowledge on the product development process, and successful growth in the company

- Creates tech spec packs for all 10+ products
- Oversees concept to final launch process for all 100+ releases
- Creates designs and layouts for 15+ retail displays
- Designs patterns and mockups for 100+ retail and dtc launches
- Communicates and creates style guides for graphic designers
- Presents concepts and product line-ups to leadership, retailers, and license partners
- Mentor and guide associate designers through feedback and creative direction

Associate Product Designer (2023 - 2026)

Communicated with manufacturers, created new products for pet parents and pets, and oversaw the entire process from sample to final product

- Designed mockup templates for all products
- Designed 7 new products for the company that had positive customer feedback
- Communicated with new and existing manufacturers for samples and full production
- Researched the market and other corresponding brands
- Created original surface patterns, color stories, and print placements
- Designed and developed all new packaging for retail and DTC

SKILLS

Product Development | Surface Design | Packaging Design | Retail Designs | Trend Research | Tech Pack Development
Licensing and Brand Communication | Mockups and Product Presentations

SOFTWARE

Adobe Illustrator | Adobe Photoshop | Adobe Indesign | Excel

EDUCATION

Savannah College of Art and Design | Savannah, GA

BFA in Illustration and Minor in Chinese Culture and Language | 2018 -2022

KEY ACHIEVEMENTS

10+

New products
created

20+

Licensed collections
developed

100+

Designed products and displays for retail
programs



LET'S WORK TOGETHER!

VIEW MY PORTFOLIO



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