

Shannon M^cKenna

Sr. Assoc. Design Manager | CPG

Marketing-driven CPG designer and manager with over eight years of experience developing award-winning designs.

Contact

Portfolio Website

ShannonMcKennaDesign.com

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Education

University of Baltimore

Master of Art

Publication Design

West Chester University

Bachelor of Science

Marketing

Awards

Best of Category - Flexography

Printing United Alliance

Premier Print Awards

Pirate's Booty Halloween Club Vendbox

Gold & Best in Show

Flexographic Technical Association

SkinnyPop Popcorn Holiday

Club Vendbox

2019 American Graphic Design Award

GDUSA

Paqui One Chip Challenge

2022 American Graphic Design Award

GDUSA

Pirate's Booty Cheddar Blast

Experience

Amplify Snack Brands (The Hershey Company)

Sr. Associate Design Manager - March 2023 - Present

Senior Graphic Designer - October 2020 - March 2023

Graphic Designer - January 2019 - October 2020

Develop award-winning packaging graphics for The Hershey portfolio of brands, SkinnyPop Popcorn, Pirate's Booty, Paqui Chips, and Dot's Pretzels.

Manage a team of designers: training, creative direction, traffic coordination and project management.

Own the entire graphics process: ideation, revisions, finalizing, proof approvals, and on-site press approvals.

Manage a portfolio of 400 skus across 4 brands.

Work directly with cross functional team members in order to have full visibility of business and brands to understand what is best for company and brands.

Specialize in flexography, preprint, direct print, extended gamut, and spot printing.

Utilize enhancements like metalization, matte film, glossy film, etc.

Expertise in film and corrugate to design pillow packs, quad seals, cases, pallets, and displays.

Stanley Black & Decker

Graphic Designer

April 2015 - December 2018

Strategic and conceptual design for broad campaigns and point-of-sale materials including packaging, merchandising, and e-commerce assets.

Managed a team of designers.

Oversee the development of new lines, from initial concepts and research through to prepress and production.

Collaborate with packaging engineers to create the most ideal packaging, all while taking into consideration where it will sit (i.e. on-shelf, pegged, in a PDQ tray, or as a custom display), the target audience, and the competition within each category.

Design blister inserts, corrugate cartons and displays, skin cards, labels, POP displays, aisle violators, end caps, fact tags, and stickers.

Prepress for lithographic and flexographic printing, lenticular, and foil.