

ADELAIDE (RECKLING) EIBAND

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SUMMARY

Multiple-disciplinary designer with a focus on CPG, print, branding, and other digital work. Experience in developing both digital and print graphics for clients to create or align with a brand identity.

TECHNICAL SKILLS

Technical: Adobe Suite (Photoshop, InDesign, Illustrator, Xd, Acrobat), Figma, Miro, GitHub, Basic HTML5, Basic CSS, Basic JavaScript, InVision, Salesforce, G Suite, Microsoft Office, Canva, Asana, Monday

UX/UI: Prototyping, Wireframing, Responsive Design, Typography, Color Theory, Atomic Design

PROJECTS

Crunch Attack - (**Package of the Week Award**) (**Illustrator, Photoshop**):

Created a concept and subtitle for a new Pirate's Booty form of crunchy puffs.

Krave (**Illustrator, Photoshop**):

Developed the brand identity, packaging, and dieline for a small seltzer company

PROFESSIONAL EXPERIENCE

Universal Yums (Remote) - Lead Packaging Designer

MAR 2025 - PRESENT

- Developed and implemented a cohesive brand and visual identity system for Universal Yums
- Led the visual expansion of the brand from a direct-to-consumer model into retail packaging
- Developed packaging budgets and allocated costs across multiple packaging components while balancing aesthetics, functionality, and production constraints
- Partnered with print vendors to oversee all production, from concept to final press approval

The Hershey Company (Austin, TX) - Packaging Designer (CPG)

SEP 2021 - MAR 2025

- Created special packaging assets, successful sublines, and rebrands in Hershey's Salty Snack Division (previously Amplify Snack Brands)
- Promoted from working in the Salty Snacks division to working on all Hershey Confection brands
- Assigned design lead of Paqui Chips and Pirate's Booty snacks

ADELAIDERECKLING.COM (Remote) - Freelance Designer

OCT 2018 - PRESENT

- Designed logos, custom packaging assets, apparel, print, social media graphics, brand style guides, and web design for small businesses, performance artist, and charity events

Glossier (Austin, TX) - Offline Editor

OCT 2019 - JAN 2020

- Selected as an experience host and managed one of the most successful Glossier Pop-Ups

Innovant PR (Houston, TX) - Graphic Design Temp

AUG 2019 - OCT 2019

- Created web and print graphics for local businesses

Yellowberry Company (New York City, NY) - Graphic Design Intern

JUN 2017 - AUG 2017

- Provided maintenance with Shopify and created graphics for website

Chapter Council (Athens, GA) - Apparel and Design Chair

NOV 2015- JAN 2018

- Designed apparel and logos for Greek events while collaborating with local and national designers

Chris Bailey Photography (Houston, TX)- Assistant Photo Editor

DEC 2014 - FEB 2015

- Enhanced and edited professional photographs with Adobe programs

EDUCATION

The University of Georgia (Athens, GA)

2018

A.B. Communication Studies; New Media Studies Certificate

The University of Texas (Austin, TX)

2021

UX/UI Certificate