

Randi Yemin

designer • thinker • maker

RANDI YEMIN

Creative Designer & Product Merchandising Specialist

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References: Upon request

SUMMARY

Creative Designer with 6+ years of experience crafting brand identities, merchandise collections, product visuals, and retail design systems for national and global brands. Specializing in visual storytelling and product-centered design, I blend graphic design, trend research, and creative direction to build visually compelling, market-ready solutions. Skilled in translating insights into refined concepts and guiding them through the full design lifecycle—from exploration and ideation to production, sourcing, and vendor coordination—ensuring every deliverable is both aesthetically strong and execution-ready.

EDUCATION & CERTIFICATIONS

Savannah College of Art & Design (SCAD)

Atlanta, Georgia

Bachelor of Fine Arts

Graphic Design

Cum Laude GPA: 3.6

2018

Adobe/Coursera Certification 2025

Generative AI Content Creation

Document Design

SKILLS

Design: Art Direction, Visual Identity, Branding, Product & Merchandise Design, Typography, Layout, 3D Rendering

Production: Print Production, Color Matching, Pre-Press, Domestic/International Sourcing

Software: Adobe Creative Suite, Rhino (3D), HTML, Microsoft Office

Research: Trend Forecasting, Market Research, Technology Research

Additional: International Travel, Vendor Coordination

EXPERIENCE

Creative Designer

Marketing Alliance Group (MAG)

2023 - Present

- Develop merchandise, visual systems, brand assets, digital graphics, and 3D renderings aligned with client strategy.
- Research materials, technologies, and trends to create cost-efficient, high-impact design solutions.
- Partner with sourcing and production teams to ensure manufacturability and brand consistency across all deliverables.

Brand and Merchandise Design Specialist

Beauflor USA

2021 -2023

- Designed brand identities, print collateral, digital assets, and merchandise across multiple product categories.
- Managed end-to-end project workflows including research, creative development, quoting, budgeting, and vendor communication.
- Supported product launches and marketing initiatives through cohesive visual and brand execution.

Product Designer - Resilient Design Team

Mohawk Industries

2019 -2021

- Designed LVT/LVP and Cushion Vinyl collections using product, interior, and graphic design principles.
- Conducted trend and competitor research to inform new product lines and colorways.
- Produced hyper-realistic visuals and presented collections to cross-functional partners and industry stakeholders.

News Design Fellow - CNN Digital

CNN Broadcast Media

2018 -2019

- Created interactive pages and app-ready visual content on two-week design cycles.
- Collaborated with editors, writers, designers, and directors worldwide.
- Presented final portfolio to CNN Digital leadership