

Kleenex
Box

7 SKUS, Rice-A-Roni, Fluorinator

Mickey Ambassador of health
3 boxes stacked
kids in the kitchen



Rice Art [Bing]
SPY TABBLE

SPINNING DECOR
BUILD YOUR OWN

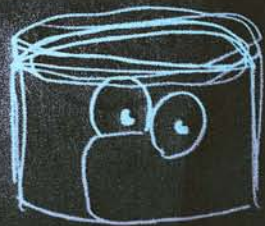


D&F Science experiment theme / spy games

sprinkle to turn rice pink
collector cards
plants - grow in cup

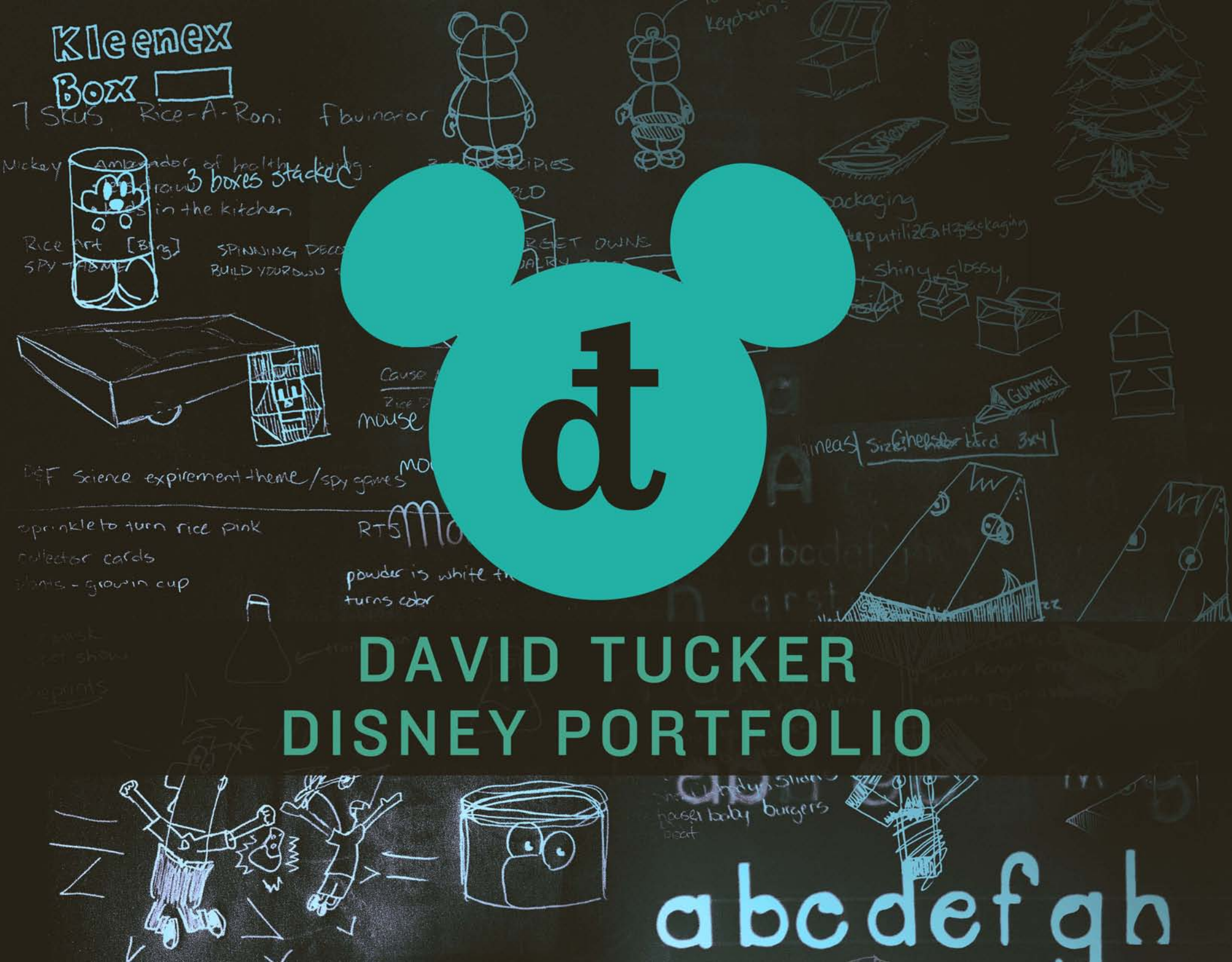
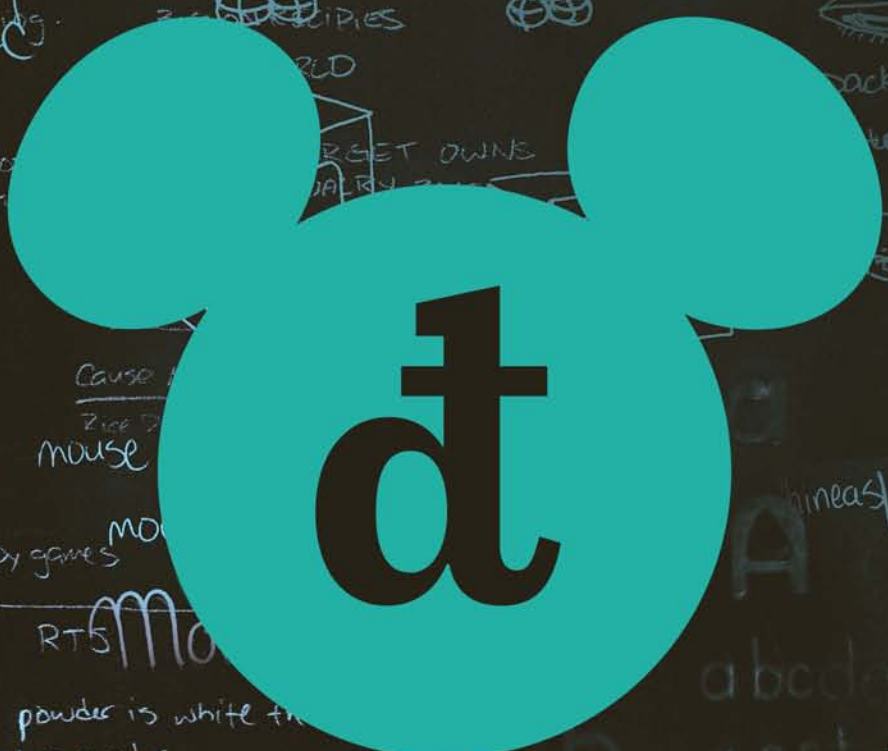


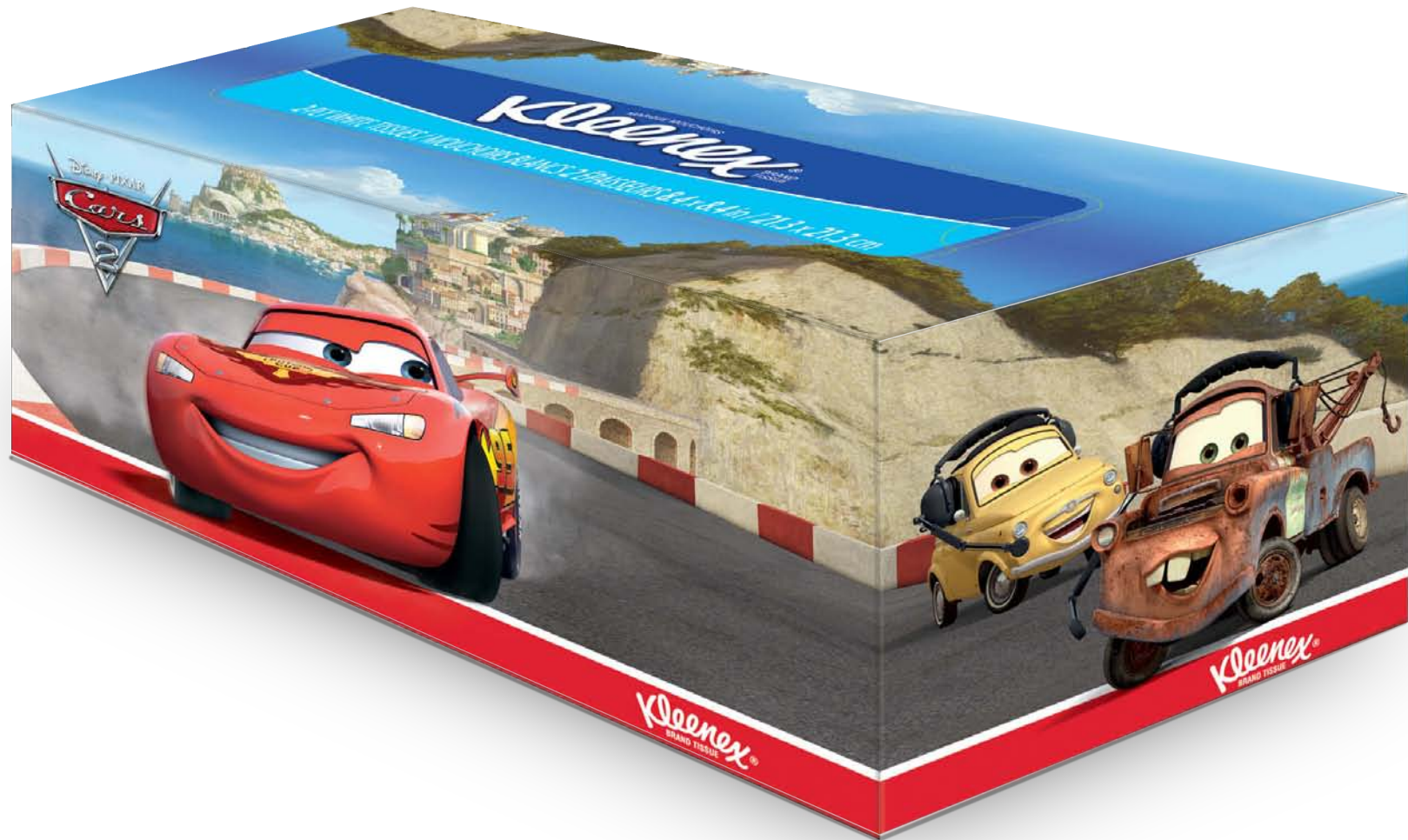
DAVID TUCKER DISNEY PORTFOLIO



chicken sliders
pasei baby burgers
beef

abcdefghijklmnopqrstuvwxyz





Kleenex Tissues

Worked as a designer to develop a playful display, The background artwork needed last minute change for a wider shot & with no time to send it to animation I was asked to digitally paint and render an extended background.



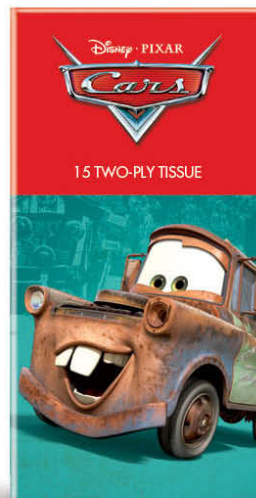
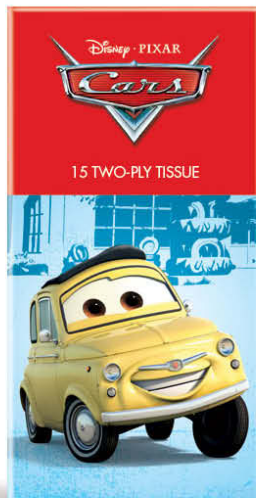
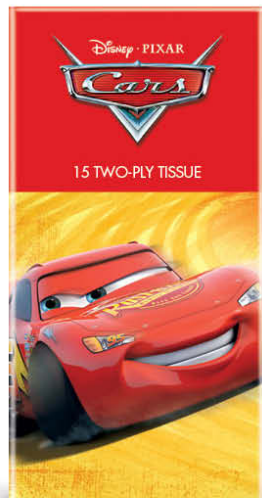
Kleenex Tissues

Worked as a designer using Kleenex mechanicals to develop a fun impactful display, The box was originally developed using 3D printing but to cut cost was simplified giving dimensionality using basic color theory.



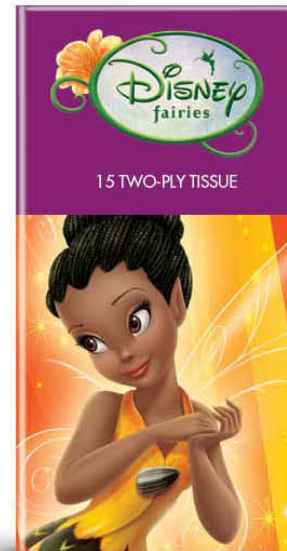
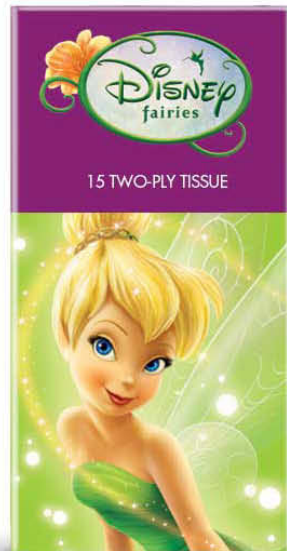
Kleenex Tissues

I asked to develop inspirational products to show to Kleenex's Designers to show them more fun and unique ways to use our characters. This approach has character play while encouraging the customer to buy two boxes while utilizing only one SKU.



American Fair Tissues

Worked as a designer and brand strategist in a team to develop fun reusable packaging that emphasized character play and still held story telling elements.



American Fair Tissues

Worked as a designer and brand strategist in a team to develop fun reusable packaging that emphasized character play and still held story telling elements.



American Fair Tissues

Worked as a designer and brand strategist in a team to develop fun reusable packaging that emphasized character play and still held story telling elements.



American Fair Tissues

Worked as a designer and brand strategist in a team to develop fun reusable packaging that emphasized character play and still held story telling elements.



American Fair Tissues

Worked as a designer and brand strategist in a team to develop fun reusable packaging that emphasized character play and still held story telling elements.



Kelloggs Cheez-it

Developed packaging to pitch to Kelloggs as an inexpensive approach to making a more fun and dimensional package, I conceived the artwork and developed mechanicals.



Minute Rice

Created large character play on box and designed paper dolls that can be cut out from the back of the box with stories and accessories printed inside with food safe ink to encourage play & imagination



Daily Renewal

Worked as a designer, brand strategist & helped with market research while developing inspiration boards for the project. Mechanicals were provided by Daily Renewal and I developed all typographic treatment and promisory logomarks

Mousturizer



Vinylmation Mousturizer

I worked with existing vinylmation mechanicals from the vinylmation team for the characters then worked with the Disney Beauty team where I created all artwork and rendered product mockups and mechanicals.



Lip Smacker

Conducted market tests and created illustrations for this packaging developed to evoke memories of Disneyland both visually and sensory with smell.



Lip Smacker

Conducted market tests and created illustrations for this packaging developed to evoke memories of Disneyland both visually and sensory with smell.



Tangled DVD Packaging Concept

Developed Limited Edition DVD packaging which uses the original poster artwork in a fun way making the packaging more playful

All items in this portfolio were developed during my Disney Consumer Products Internship working as a Global Creative for the Food Health & Beauty team – May 2010 - February 2011

Branding - Worked on branding projects encompassing a wide spectrum of brand solutions, developed the guidelines and tools that would be used across Disney's teams on a global scale. Helped to build our licensees branding to Disney's standards.

Packaging - Worked on development of Global Food, Health and Beauty packaging; brainstorming, concepting and development using licensed images with a variety of licensees including Lip Smacker, Kelloggs, Kimberly Clark, Kraft, Beechnut & Belli

Product Development - Aided in development of product and food product from concepting stages on through testing with Disney Micro Biologists and product standards specialists.

Photoshoots & Product Shoots - Assisted in lifestyle photoshoots and post production editing and conducted product photography.

