

Vincent Sunberg

Graphic Design · Marketing · Retail

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Graphic designer and marketer with four years in CPG retail, designing the packaging renders, in-store displays and sales decks that put well-known CPG brands onto Target and Walmart shelves. I come from a family of CPG retail leaders, so I was effectively born into this industry. I turn a rough brief and a pile of assets into something a buyer says yes to.

EXPERIENCE

The Creative Partners Group → The CPG by MPG · Minneapolis, MN

New Lab, in-house creative agency · May 2021 – Dec 2025

Design + Marketing Specialist (Aug 2023 – Dec 2025) · Junior Graphic Designer (Aug 2022 – Aug 2023)
Graphic Design Intern (May 2021 – Aug 2021)

- Sole or lead designer for a core roster of 10–15 brands, with rotating project work across the agency's 50+ brand CPG portfolio.
- Designed Target endcap and sidecap concepts for brands across the portfolio, with multiple selected for production and shipped to stores.
- Took retail work through production: dielines, substrate specs, planogram dimensions, color matching and press approvals with print vendors.
- Built brand identities for brands including the LiM Method: logo, brand book, and product and packaging renders.
- Produced numerous product and packaging renders across the brand portfolio.
- Designed hundreds of sales decks used by account teams selling into Target, Walmart, Amazon, Best Buy, Kohl's, CVS and Walgreens; decks that regularly advanced buyer talks and contributed to multiple new client wins.
- Supported marketing and communications for major CPG brands across the portfolio, developing campaign concepts, social and retail content, and brand guidelines that held messaging consistent across every channel.
- Partnered with Deep Dive, the agency's analytics division, to ground concepts in category and trend data, and edited social and commercial content alongside client-hired photographers and videographers.
- Led design and launch of the company website, aligning every department to a single brand system.

INDEPENDENT PRACTICE

Freelance Designer · Twin Cities, MN · Dec 2025 – Present

- Brand identity and packaging for a dye-free, aluminum-can hydration startup, with 20 logo routes, 30+ packaging variations and full brand guidelines in progress.
- Designed concept mobile apps end to end: brand, UI and product positioning.
- Built a library of presentation systems: investor deck, brand pitch deck and product roadmap templates.
- Use AI tooling for trend and category research, reference gathering and rapid concept exploration to widen the directions considered before design time is committed, with final craft executed in Adobe and Figma.
- Developed a personal brand system: custom wordmark, mark and single-color identity.

SKILLS & TOOLS

Brand identity & systems · Retail & POS display design · Packaging & product renders · Presentation & deck design · Art direction · Campaign & social content · Motion & video editing · Account & project management

Adobe Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Lightroom · Figma · Blender · Canva · PowerPoint, Keynote · Wix, Squarespace · Midjourney, ChatGPT, Claude, Cursor

EDUCATION

University of St. Thomas, Opus College of Business · 2019 – 2022

Member, Business for the Common Good LLC