

ERIN PERRY

GRAPHIC DESIGNER

SUMMARY

Skilled and passionate Graphic Designer who loves to help others find their voice and vision through carefully-crafted designs.

Creatively uses a perceptive eye for design to build communicative, socially-aware and accessible products.

Effectively collaborates with a team and manages own time effectively.

SKILLS

Programs

Adobe Creative	Trello
Cloud	Slack
Microsoft Office	Asana
Google Suite	

Hand Skills

Bookbinding	Sewing
Photography	Printmaking

Languages

English
Spanish

EDUCATION

BFA in Graphic Design, Spanish Minor – SUNY New Paltz

FALL 2013 – MAY 2017

Graduated cum laude from an intensive Graphic Design program with a Spanish minor.

- Typography, Design Research, Motion Design, Web Design, UX / UI Design, and more
- Year-long senior thesis project with one semester of research and one semester of creation that culminated in a thesis presentation and show
- Relevant internships each summer in a broad variety of industries.
- Held a role for 3 of the 4 years as the Student Graphic Designer at the Athletic and Wellness Center on campus

EXPERIENCE

Senior Graphic Designer – Podium Karting and Events, Denver, CO

SEPTEMBER 2020 – PRESENT

Create collateral and help brainstorm ideas for 3–4 monthly campaigns including posters, billboards, social media graphics, and digital signage.

- Supervise a Social Media manager and contribute graphics to their media plans
- Create environmental graphics and signage to that lend to a safe and efficient customer experience
- Executed a full re-brand from Unser Karting to the new Podium branding. Also take on hands-on projects like hand-painted photo backdrops

Freelance Graphic Design – Erin Perry Designs

2009 – PRESENT

Create a variety of work for clients across industries, including, but not limited to:

- Digital ads and print files for production at the iconic jewelry brand, Shane Co.
- Presentations and recruitment materials for Mike Freeman's Boulder, CO-based cycling and S.T.E.M. education non-profit, Pedaling Minds
- An informative infographic video for Denver non-profit, The Initiative, used in training clients and partners on the intersection between domestic violence and brain injuries
- Hand-printed and also drop-shipped original t-shirt designs
- Branding for small and woman-owned ranch in Arkansas, Billie Jo Beef
- 1-Year Term as PR Chair for Rocky Mountain Roller Derby

Graphic Designer – RLH Corporation, Denver, CO

FEBRUARY 2019 – APRIL 2020

Created collateral for all 10 franchise hotel brands under the RLHC umbrella, including the Hello Rewards loyalty brand and the RLHC corporate brand. Significant projects included:

- OS&E such as hotel key cards, event calendars and property signage
- Brand experience guidelines for franchise owners
- Conference collateral (invitations, menus, programs) and signage

Graphic Design Contractor – Tupperware Brands, Kissimmee, FL

SEPTEMBER 2017 – SEPTEMBER 2018

Contracted as an on-site graphic designer collaborating with the Tupperware's in-house design team. Projects included:

- Art-direction for photo shoots
- Short-Term flyers with original copy and photography
- Social media graphics and animations
- Physical and print materials such as mailers, invitations, posters
- Materials for Sales Force such as tablecloths and yard signs
- Graphics for large conventions and events including wayfinding and photo-op backdrops

Portfolio can be viewed at:
ERINPERRYDESIGNS.COM

REFERENCES AVAILABLE UPON REQUEST.
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