

# ERIN PERRY

GRAPHIC DESIGNER

DENVER, CO  
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860.899.4664

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 or manages own time to generate complete marketing solutions

## EDUCATION

FALL 2013 - MAY 2017

### **BFA in Graphic Design, Spanish Minor – SUNY New Paltz, New Paltz, NY**

Graduated cum laude from an intensive Graphic Design program with a Spanish minor. Courses included Typography, Design Research, Motion Design, Web Design, User Experience and Interaction Design, and more. BFA program also involved a year-long senior thesis project with one semester of research and one semester of creation, culminating in a thesis presentation and show.

## EXPERIENCE

SEPTEMBER 2020 - PRESENT

### **Senior Graphic Designer – Unser Karting and Events**

Create 3-4 monthly campaigns involving posters, billboards, social media graphics, and digital signage. Record and edit original video content for social media. Create environmental graphics and signage to elevate the experience and lend to a safe and efficient karting experience.

2009 - PRESENT

### **Freelance Graphic Design – Erin Perry Designs**

Create motion, print and branding work for a variety of clients including:

- Digital ads and print files for production at the iconic jewelry brand, Shane Co. "Your friend in the diamond business"
- Presentation and recruitment materials for Mike Freeman's Boulder, CO-based biking 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
- Presentation decks, materials for representatives, and other deliverables for the launch of Personalize with Style, a monogram and customization startup
- Designed and implemented a full re-brand for Distinctive Finishes, a small company that specializes in unique paint finishes and murals for residential and commercial clients

FEBRUARY 2019 - APRIL 2020

### **Graphic Designer – RLH Corporation, Denver, CO**

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 and employers
- Conference collateral (invitations, menus, programs) and signage

SEPTEMBER 2017 - SEPTEMBER 2018

### **Onsite Graphic Design Contractor – Tupperware Brands US, Kissimmee, FL**

Contracted as an onsite 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

Portfolio can be viewed at:  
ERINPERRYDESIGNS.COM

- Physical and print materials such as mailers, invitations, posters
- Materials for Sales Force such as tablecloths and yard signs
- Product art using Disney and Marvel design guidelines
- Graphics for large conventions and events including wayfinding and photo op backdrops

SEPTEMBER 2015 - MAY 2017

**Student Graphic Designer – SUNY New Paltz Athletic & Wellness Center, New Paltz, NY**

Collaborated with Athletic program directors, physical trainers and fitness instructors to promote classes, intramurals, Outdoor Pursuits trips, general facility operation schedules and other special events across:

- The Athletic & Wellness Center’s official social media platforms
- Large-scale print media such as sandwich boards and other physical signage
- Digital signage around the Athletic Center and the entirety of the New Paltz campus

MAY 2016 - JULY 2016

**Graphic Design Intern – Coburn Technologies, South Windsor, CT**

Collaborated with people of many positions throughout the company. Designed a number of products including:

- A new product brochure
- Sell-sheet and white paper templates and infographics
- Career portal on the Coburn Technologies website

MAY 2015 - AUGUST 2015

**Graphic Design Intern – GM2 Associates Inc., Glastonbury, CT**

Learned how to manage time, to work efficiently in an office setting, and gained extensive knowledge working with a 3rd-party printer. Assisted the Senior designer with:

- Infographics illustrating the scale and multitude of projects GM2 had completed
- Updating all in-house collateral to align with a recent re-brand

**SKILLS**

**Programs**

InDesign  
 Photoshop  
 Illustrator  
 AfterEffects  
 Premiere  
 Microsoft Office  
 Google Suite

**Coding**

Basic HTML + CSS

**Hand Skills**

Bookbinding  
 Photography  
 Sewing  
 Printmaking

**Languages**

English  
 Spanish