



# ERIC ORTIZ

## GRAPHIC DESIGNER

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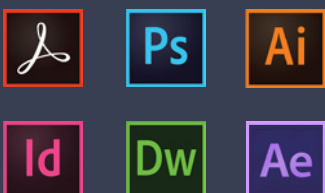


I am a Graphic Designer and illustrator with a bachelors degree, in Graphic Design. I have been involved in Graphic Design for more than ten years, focusing on marketing design and production. My creative designs come from my artistic background. I challenge myself by learning new trends and solutions. I have worked closely with clients and consistently provide satisfactory results.

My proficiency in both MAC and PC programs such as PhotoShop CC, Illustrator CC, InDesign CC, Dreamweaver CC, and After Effects CC have allowed me to conceptualize and prepare artwork for advertisements, pamphlets, brochures, website design, and many other areas.



Computer skills:



### SUMMARY

Driven graphic artist adept at managing heavy workloads while designing creative, visually-appealing graphics. Focused, extremely organized and comfortable working in a fast-paced, deadline-driven environment, always keeping up with the latest design trends and technology.

### EDUCATION/CERTIFICATION

- December 16, 2019** Certification in AutoCAD for Professionals
- October 26, 2013** Certification in Advance Web Design
- May 13, 2011** Bachelor of Arts and Certificate in Graphic Design, Cleveland State University, Cleveland, Ohio
- August 18, 2007** Associate of Applied Business, Visual Communication and Design, Cum Laude Cuyahoga Community College, Cleveland, Ohio

### TECHNICAL PROFICIENCY

Proficient in both MAC and PC, PhotoShop CC, Illustrator CC, InDesign CC, Dreamweaver CC, After Effects CC, Microsoft Office, Constant Contact, Wordpress Formatting and editing web pages

### CREATIVE SKILLS

Artistic abilities in many types of medium: computer illustration, pencil, ink, marker, and pastels

### WORK EXPERIENCE

- 2021-present** Freelance Graphic Designer: North Royalton, Ohio
- Discuss design and layout as well as present sample portfolio work for clients
  - Create identity and marketing materials
  - Design websites for clients utilizing HTML and CSS
  - Develop and prepare, identity and branding of a broad range of marketing communication materials
  - Respond to requests and inquiries; provided consistently excellent customer service and followed through on requests
  - Ensure jobs met regulations and quality standards
- 2014-2021** Graphic Designer: Mustard Seed Market & Cafe, Montrose, Ohio
- Develop and execute effective email marketing and social media campaigns
  - Provide print and digital collateral that aligned with branding and business guidelines

- Create print collateral that supported various departments and marketing needs such as advertisements, signs, flyers, and season events.
- Develop the overall layout and design of printed materials, web pieces, series designs, and mockups
- Create approved designs into templates ready for print
- Work with the marketing to develop marketing concepts and ideas
- Operate office printers / copiers, print equipment, etc. to ensure accurate color production and proofing
- Work with management to organize workloads as necessary to meet promised due dates
- Maintain web site updates and social media posts
- Create customized graphics through production
- Assist team members with scanning and standard copier procedures

**2012-2013**

Graphic Designer: Embroid Me,  
North Olmsted, Ohio

- Designed and developed graphics for promotional media
- Maintained printers, copiers and other graphics equipment
- Worked with clients to create logos for garments and embroidery
- Created flyers and email campaigns

**2007-2011**

Graphic Designer: Cleveland Metroparks Zoo,  
Cleveland, Ohio

- Photographed animals for marketing production and events
- Designed banners for displays and events throughout the Zoo
- Created advertisements for magazines
- Conducted research, wrote and edited content for printed materials
- Created daily performance reports
- Installed signage for exhibits
- Monitored the in-house graphic inventory and conducted in-house inventory, which included ordering/purchasing materials from various vendors to maintain inventory warehouse

**2007**

Graphic Designer: American Greetings, Brookpark,  
Ohio

- Prepared artwork for reproduction
- Worked on multiple projects during peak production period

**2005-2007**

Production/Graphic Designer: FastSigns, North  
Olmsted, Ohio

- Created proofs for signs and displays
- Processed orders through a wide-format six-color solvent ink printer and its RIP system
- Operated a vinyl cutting plotter
- Designed layouts for sign proposals
- Logo concept, and vehicle wrap design as well as production and installation duties

