



ERIC ORTIZ

GRAPHIC DESIGNER

440.821.2690

erortizdesign.com

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Software Proficiency:
Expertise in Adobe Creative Suite, particularly Photoshop Indesign and Illustrator.

Technical Knowledge:
Strong understanding of printing processes and color theory as applied to design.

Trend Awareness:
Current, in-depth knowledge of trends in design and production.



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, Zendesk, Wordpressand Wix Formatting and editing web pages

CREATIVE SKILLS

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

WORK EXPERIENCE

2023-present Graphic Designer: Koroseal, Medina Ohio

- Developed original decorative and functional patterns for wallcoverings using both digital tools (e.g., Adobe Photo-shop and Illustrator) and traditional hand-drawn methods.
- Engineered designs into technically precise repeating patterns that tile flawlessly across surfaces without visible seams.
- Created and refined color palettes, adapt designs into multiple colorways, and ensure accurate color separation for production.
- Prepared final artwork files for manufacturing and collaborated closely with production teams to ensure design integrity through the printing process.
- Monitored interior design trends, analyzed client needs, and maintained brand consistency across design and marketing initiatives.
- Produced visual assets such as mock-ups, promotional materials, and digital content to support marketing efforts.

2014-2021

Graphic Designer: Mustard Seed Market & Cafe,
Montrose, Ohio

- Developed and executed effective email marketing and social media campaigns
- Provided print and digital collateral that aligned with branding and business guidelines
- Created print collateral that supported various departments and marketing needs such as advertisements, signs, flyers, and season events.
- Developed the overall layout and design of printed materials, web pieces, series designs, and mockups
- Created approved designs into templates ready for print
- Worked with the marketing to develop marketing concepts and ideas
- Operated office printers / copiers, print equipment, etc. to ensure accurate color production and proofing
- Worked with management to organize workloads as necessary to meet promised due dates
- Maintained web site updates and social media posts
- Created customized graphics through production
- Assisted 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

