ERIC ORTIZ

GRAPHIC DESIGNER

440.821.2690

erortizdesign.com

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Skills:
Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe After Effects
Constant Contact
Zendesk
Amadine

Design Principles:
Typography & Font Selection, Color Theory & Color Grading, Layout & Composition

Web Technologies:
HTML/CSS Basics, Web Design Fundamentals

Specialized Skills:
Motion Graphics & Animation, UI/UX Design Principles, Print Design & Prepress Knowledge

Summary

Graphic Designer with expertise in Adobe Creative Suite and digital design, excels in typography, layout, and brand identity, and collaborates with clients to deliver impactful visual content across print and digital platforms.

Work Experience

Graphic Designer, Koroseal, Medina 2023 - 2026

- Created 15+ unique decorative and functional wallcovering patterns using Adobe Photoshop and Illustrator alongside traditional hand drawn techniques.
- Engineered technically precise repeating patterns that tile flawlessly across surfaces without visible seams.
- Created and refined color palettes and adapted designs into 5+ colorways, resulting in timely production with minimal color separation errors.
- Prepared final artwork files for manufacturing and collaborated with production teams to maintain design integrity throughout the printing process.
- Created 15+ mock-ups and promotional materials for marketing campaigns, enhancing brand visibility and engagement. materials, to support marketing efforts.

Graphic Designer, Mustard Seed Market & Cafe, Montrose 2014 - 2022

- Created and managed 10+ email marketing and social media campaigns that increased engagement by 25% and grew followers by 15% over six months.
- Created 50+ pieces of print and digital collateral, ensuring adherence to specific branding and business guidelines for effective marketing outreach.
- Created over 50 pieces of print collateral for marketing campaigns, event signage, and promotional materials to support sales and outreach efforts for multiple departments.
- Designed print materials, including brochures and flyers, along with web assets and mock-ups for 10+ marketing campaigns, enhancing brand visibility.
- Converted 20+ approved graphic designs into print-ready templates for various marketing materials.
- Implemented design changes and added new content to the company website weekly, while creating visually appealing posts for Instagram and Facebook, boosting follower engagement by 30%.

Graphic Designer, Embroid Me, North Olmsted 2012 - 2013

- Designed and developed over 50 graphics for social media and marketing flyers.
- Conducted routine maintenance on 10+ printers and copiers monthly to ensure optimal performance and reduce downtime.
- Worked with 10+ clients to design custom logos for garments and embroidery using Adobe Illustrator and Photoshop.
- Designed and distributed 10+ promotional flyers for events and managed 5 targeted email campaigns, resulting in a 15% increase in email open rates among local customers.

Graphic Designer, Cleveland Metroparks Zoo, Cleveland 2007 - 2011

- Captured high-quality images of animals during 10+ marketing events to promote zoo activities and community engagement.
- Designed over 30 banners for various events and displays at the
- Cleveland Metroparks Zoo using Adobe Illustrator.
- Designed and produced over 20 print advertisements for local and national magazine publications, enhancing brand visibility and engagement.
- Researched, wrote, and edited content for 20+ brochures and flyers, targeting local businesses and events.
- Created daily performance reports using Excel, providing insights that informed team strategies and improved project outcomes.
- Designed and installed 20+ exhibit signs, including directional and informational graphics, for a major exhibition using Adobe Illustrator and InDesign.

Graphic Designer, American Greetings, Brookpark 2006 - 2007

- Created and formatted digital artwork using Adobe Illustrator for over 10 print projects, ensuring high-quality reproduction standards.
- Collaborated on 5 design projects during peak production periods to meet tight deadlines.

Education

Certification, AutoCAD for Professionals 2019

Certification, Advance Web Design 2013

Cleveland State University, Bachelor of Arts Degree, Graphic Design Cleveland 2011

Cuyahoga Community College, Associate Degree, Graphic Design, Cleveland 2007