

Erin Graham

GRAPHIC + DIGITAL CONTENT DESIGNER



phone

814-312-6350



email

eegraham@icloud.com
erin@tw31vecreative.com



linked in

linkedin.com/in/
eringrahamgraphicdesign



address

116 Loch Shin Drive
Coraopolis, PA | 15108

Education

BACHELOR OF FINE ARTS

Graphic Design + Art History
Minor: Studio Arts

Seton Hill University // 2005 - 2009

WEB DESIGN CERTIFICATION

Westmoreland Cty. Community College
Completed // October 2009



Work

TW31VECREATIVE.COM

Qualifications Profile

Equipped with over 15 years of experience and a lifelong fervor for art and design, I am a highly motivated and passionate creator accustomed to tight deadlines while efficiently managing multiple projects from conception to completion. Branding, marketing, and trend-forward content are areas in which I have particular expertise and capabilities. I continue to pride myself on exceptional communication and interpersonal skills as well as the ability to adapt to a wide gamut of projects with equal enthusiasm and skill. Most notably, I have designed for one of Pittsburgh's leading advertising agencies, a global Fortune 500 company, and a nationally known online retailer. My natural artistic aptitude, paired with years of diverse clientele exposure, has allowed me to build a multi-faceted skill set that proves an asset to any creative endeavor I encounter.

February 2012 - Present

HEAD OF CREATIVE CONTENT

Mid-Atlantic Surgical Systems | Hybrid - Carnegie, PA

As the sole designer for an orthopedic implant sales company, I am responsible for creating and maintaining all visual aspects of the company in a fast-paced, sales environment.

- Independently manage projects from start to finish with attention to detail
- Collaborating both remotely and in-office with a small team
- Create pertinent campaigns for smart televisions and touch screen kiosks via cloud-based digital content platforms Bright Author & Command Center HD
- Perform routine website updates, social media posts, and e-Newsletters
- Act as creative liaison between technology contractors and printers
- Be resilient and flexible with ever-evolving needs

February 2012 - Present

SENIOR DESIGNER

Sarah Hawkins Designs for Shutterfly Brands | Remote

Co-content creator under the Sarah Hawkins Designs brand (a Tiny Prints and Shutterfly partner since 2004), generating countless trend-forward, original designs and illustrations per season across all Shutterfly occasion categories.

- Design to Shutterfly-specific design briefs within a highly competitive company
- Meticulously review and prepare end-product files following strict guidelines
- Quickly and effectively translate original designs to subsequently related products templates
- Successfully adapt to an ever-changing call-out schedule
- Research and stay up to date on industry trends
- Independently execute creative briefs from start to finish
- Step into design lead role when needed
- Maintain e-marketing, website, and social media for the SHD brand
- Enhance corporate relationship between Sarah Hawkins Designs and corresponding Shutterfly teams via strong interpersonal skills
- Navigate deadlines and schedules for multiple time zones (EST, MST + PST)

Skills + Expertise

USER INTERFACE DESIGN (UI)

USER EXPERIENCE DESIGN (UX)

TYPOGRAPHY

PHOTO EDITING

LOGO DESIGN

ILLUSTRATION

WEBSITE SEO

Ps

PHOTOSHOP

Ai

ILLUSTRATOR

Id

INDESIGN

Lr

LIGHTROOM

f

FONTS

Br

BRIDGE

Dw

DREAMWEAVER

Xd

EXPERIENCE DESIGN

WIX

WIX WEBSITE BUILDER



SQUARE SPACE



BIA

connected

BRIGHT AUTHOR



WORDPRESS

f

FACEBOOK



INSTAGRAM



ICONTACT



SHOPIFY

WEBSITE SEO

PROJECT MANAGEMENT

WEB + E-COMMERCE DESIGN

PRINT PRODUCTION SETUP

SOCIAL MEDIA EXECUTION

BRAND IMPLEMENTATION

CLIENT RELATIONS

E-MARKETING + NEWSLETTERS

Qualifications continued...

June 2011 - February 2012

GRAPHIC DESIGNER - Architectural Coatings

PPG Industries | 1 PPG Place | Pittsburgh, Pa

Designed and meticulously managed projects within the Stores and Dealers section of the marketing department for Architectural Coatings.

- Maintained branding/legal standards across all digital and print work ranging from product labels and mailers to retail window graphics and in-store promotional materials
- Represented PPG Pittsburgh Paints, PPG Porter, and Olympic Stain products for local and regional stores
- Provided timely and effective solutions to all project assignments
- Implemented REMAY asset management system to access, upload, and organize design assets
- Utilized photo-retouch skills to create changeable paint and stain mock-ups
- Stayed active with color theory and trend developments via PPG's many color palette collections such as The Voice of Color.®
- Independently managed work load and deadlines
- Demonstrated strong interpersonal skills through collaborations across departments and teams

August 2009- June 2011

GRAPHIC DESIGNER

Applebox Studios | 1243 Penn Ave | Second Floor | Pittsburgh, Pa

Contributed as sole designer for an advertising agency by providing marketing pieces for 20+ clients on over 300 projects to reach creative goals. Through trend-forward and thoughtful design, brought recognition to clients such as: Seton Hill University, MEDRAD Inc. (now Bayer Health Care), XPYRIA Investment Advisors, Pro Bikes, C3Controls, ChemoFx, and Boehmer Heating and Cooling.

- Developed brand standards, logos, and marketing for clients via print, web, and outdoor collateral to achieve optimum marketing results
- Understood media buying and how it applied to my projects
- Maintained excellent client relations through reliable communication and problem solving
- Managed both client and in-house photography, photo retouching, and brand identity libraries
- Prepared completed files with extensive knowledge of print techniques production specifications
- Worked in tandem with project leads on all aspects of a campaign as well as with external vendors for end-goal completion
- Adapted seamlessly to ever-changing work within a fast-paced, advertising agency environment

August 2009 - Present

OWNER + CREATIVE DIRECTOR // TW31VE CREATIVE

Graphic, Web, and Digital Content Designer + Illustrator

TW31VE CREATIVE [twelve thirty-one] is an independent, multi-service design studio where expert and diverse creative talents are offered via a full-range of visual solutions. Establishing and maintaining one-on-one relationships is a key strength I refer to as "empath meets artist." Drawing from my empathetic nature, I feel I can connect more fluidly with the creative needs of my clients. As a result, my artistic adeptness and client-centric mindset achieve optimum results regardless of project scope. It truly excites me to originate or reinvigorate companies with customized and effective content.

Capabilities: Illustration, typography, photo retouching, logos/branding, web design, social media content, book design/layout, apparel graphics, product packaging, and a multitude of outdoor and print collateral.

Past Clients: DiAndre Media, New Screen Concepts, Protos Foods, Inc., First Choice Plumbing, Hards Welding and Fabrication, Applied Pipeline, Inc., Camo Cares Foundation, Ashland Fabrication, Inc., Chop House Meats, Insurance Services, Inc., Overhead Door Company of Blair County, MEDRAD, Sportsmen Outfitters, Linda's Bar and Grill, Atlas Physical Therapy, Alcyone Pictures, Infinite Family South Africa, and Center for Psychological Wellness