



**ERICA
WERY**

**GRAPHIC
DESIGNER**



ADDRESS:

838 W PANORAMA DR.
APT. #216
PALATINE, IL 60067



PHONE:

319-360-4732



EMAIL:

ERICAWERY@GMAIL.COM



PORTFOLIO:

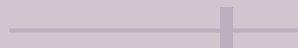
ERICAWERY.COM

SKILLS

ADOBE CC



WORDPRESS



XD



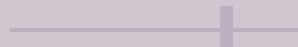
FIGMA



SOCIAL MEDIA DESIGN



UX DESIGN



SUMMARY

Graphic designer with over a decade of experience, leveraging a mastery of Adobe Creative Suite and project management tools to deliver compelling visual content. Demonstrates a strong ability to enhance brand visibility and engagement through innovative design strategies across print, web, and social media platforms. Passionate about transforming client visions into impactful visual narratives, consistently achieving high standards of quality and brand consistency.

EXPERIENCE

GRAPHIC DESIGNER / RUFFALO NOEL LEVITZ

Remote / July 2021 - November 2024

- Partnered with cross-functional teams to ensure brand consistency, delivering impactful marketing materials that met client objectives.
- Implemented creative design strategies to boost engagement and conversions, leveraging expertise in Adobe Creative Suite.
- Meticulously developed print pieces, maintaining high standards of quality and adhering to brand guidelines for diverse educational institutions.
- Pioneered innovative design approaches, transforming client visions into compelling visual narratives that resonated with target audiences.
- Revolutionized email design strategies, enhancing brand visibility and driving substantial engagement for higher education clients.

FREELANCE REMOTE GRAPHIC DESIGNER

Remote / February 2020 - Present

- Drive client success by delivering impactful visual content, enhancing social media engagement, and creating memorable brand experiences.
- Craft visually striking presentations and packaging designs, paying close attention to client specifications and industry trends.
- Pioneer innovative design approaches, continuously expanding skill set to meet evolving client needs and stay ahead of industry trends.
- Conceptualize and execute cutting-edge visual solutions, elevating brand identities through custom presentations, logos, and packaging designs.

PROMOTIONS HEAD DESIGNER / LEE ENTERPRISES

Davenport, Iowa / October 2019 - January 2020

- Led creative team in developing promotional materials that significantly boosted engagement. Implemented project management tools to streamline workflows.
- Collaborated with cross-functional teams to align design strategies with marketing goals. Fostered a culture of creativity and teamwork in the design department.
- Revolutionized contest design, creating eye-catching assets across platforms. Implemented cutting-edge project management tools, enhancing workflow efficiency.
- Revamped contest design approach, creating compelling assets across multiple platforms. Was able to drive significant boost in engagement through strategic promotional efforts.



**ERICA
WERY**

**GRAPHIC
DESIGNER**



ADDRESS:

838 W PANORAMA DR.
APT. #216
PALATINE, IL 60067



PHONE:

319-360-4732



EMAIL:

ERICAWERY@GMAIL.COM



PORTFOLIO:

ERICAWERY.COM

SKILLS

ADOBE CC



WORDPRESS



XD



FIGMA



SOCIAL MEDIA DESIGN



UX DESIGN



EXPERIENCE (CONT.)

GRAPHIC DESIGNER / LEE ENTERPRISES

Davenport, Iowa / April 2016 - October 2019

- Contributed to multi-million dollar projects, leveraging project management tools to ensure efficient delivery and maximize client satisfaction.
- Fostered team synergy by conceptualizing project designs with fellow designers, enhancing creative output and meeting client expectations.
- Pioneered adoption of new design software and techniques, elevating team capabilities and delivering cutting-edge solutions to B2B and B2C clients.
- Optimized project workflows using Trello and Toggl, ensuring efficient resource allocation and timely deliverables across multiple engagements.

GRAPHIC DESIGNER & PRODUCTION COORDINATOR / WFLA

Cedar Rapids, Iowa / August 2013 - December 2015

- Managed end-to-end production of monthly Fraternal Herald, ensuring high-quality content and timely delivery to large subscriber base.
- Partnered with print vendors to optimize production timelines, resulting in consistent on-time delivery of magazine and advertising materials.
- Analyzed design trends and reader feedback to continually refine magazine layout and content, enhancing overall reader experience.
- Conducted in-depth analysis of design trends and reader feedback, implementing data-driven improvements to magazine layout and content.

MULTIMEDIA SPECIALIST / CONSTRUCTION PUBLICATIONS

Cedar Rapids, Iowa / January 2013 - August 2013

- Executed meticulous bulk image retouching, elevating visual quality and consistency across all publication materials.
- Orchestrated cohesive social media strategies, fostering community growth and amplifying brand presence in the construction industry.
- Refined raw construction site footage through extensive editing, delivering polished visual narratives that showcase project developments.
- Transformed raw construction footage into compelling visual narratives, showcasing project milestones and client success stories.

EDUCATION

B.A.A. / UNIVERSITY OF NORTHERN IOWA

B.A.A., Graphic Communications Technology, AUG 2010 - MAY 2012

University of Northern Iowa, Cedar Falls, Iowa

A.A.S. / KIRKWOOD COMMUNITY COLLEGE

A.A.S., Graphic Communications, AUG 2008 - MAY 2010

Kirkwood Community College, Cedar Rapids, Iowa