

ERICA WERY

GRAPHIC DESIGNER

PALATINE, IL 60067 | 319-360-4732 | ericawery@gmail.com | Portfolio: www.ericawery.com

Dynamic Graphic Designer with over 10 years in creating visually impactful designs. Proficient in Adobe Creative Cloud, Figma, and Canva, with strong project management skills for seamless execution. Proven success in enhancing brand visibility and audience engagement through innovative solutions across print, web, and social media. Skilled at translating complex ideas into compelling visuals that drive results, while aligning with client goals to deliver inspiring and effective designs.

EXPERIENCE

November 2024-Present

Freelance Graphic Designer | Remote

Delivering impactful visual content and innovative designs that enhance client success, boost social media engagement, and elevate brand identities through custom presentations, logos, and packaging.

July 2021-November 2024

Graphic Designer | Ruffalo Noel Levitz | Remote

- Collaborated with cross-functional teams to create impactful marketing materials and innovative designs, ensuring brand consistency and boosting engagement for higher education clients.
- Developed design strategies that drove conversions & increased client satisfaction rates, maintaining high-quality standards.
- Utilized Adobe Creative Cloud to produce visually compelling content, enhancing brand visibility and achieving measurable results in marketing campaigns.

March 2020-June 2021

Sign Artist/Maker | Hy-Vee | Cedar Rapids, IA

- Managed and created hand-drawn typography and art for in-store signage and advertising promotions
- Researched strategic placement to guide shoppers, promote products, and enhance the shopping experience, focusing on visibility, messaging, and shopper behavior.

October 2019-January 2020

Promotions Head Designer | Amplified Digital/Lee Enterprises | Davenport, IA

- Led the creative team in developing promotional materials, enhancing engagement by utilizing Adobe Creative Cloud and project management tools.
- Streamlined workflows, improving efficiency, by implementing project management tools and fostering cross-functional collaboration.
- Collaborated with cross-functional teams to align design strategies with marketing goals, resulting in an increase in brand visibility.

April 2016-October 2019

Graphic Designer | Lee Enterprises | Davenport, IA

Contributed to multi-million-dollar projects by utilizing project management tools for efficient delivery, fostering team collaboration on design concepts, and pioneering new software adoption to enhance capabilities and provide innovative solutions for B2B & B2C clients.

August 2013-December 2015

Graphic Designer & Production Coordinator | Western Fraternal Life | Cedar Rapids, IA

- Spearheaded multi-million-dollar projects, achieving efficient delivery by utilizing project management tools, resulting in an increase in project completion rates.
- Fostered team collaboration on design concepts, enhancing creativity and innovation, leading to an improvement in client satisfaction.
- Pioneered the adoption of new software, enhancing capabilities and providing innovative solutions for B2B & B2C clients, contributing to an increase in operational efficiency.

January 2013-August 2013

Multimedia Specialist | Construction Publications | Cedar Rapids, IA

- Elevated visual quality & consistency in printed materials through image retouching, enhancing brand presence & community growth.
- Developed cohesive social media strategies, contributing to an increase in audience engagement and brand visibility.
- Refined raw footage into polished visual narratives in video production and editing, showcasing project developments and driving results in the construction industry.

EDUCATION

University of Northern Iowa

August 2010-May 2012

B.A.A. Graphic Communications Technology

Kirkwood Community College

August 2008-May 2010

A.A.S. Graphic Communications Technology

SKILLS

Figma | Canva | Wordpress | Adobe Creative Cloud (Photoshop, Illustrator, Indesign, XD, Premiere, After Effects, Animate) | Microsoft Office | Project and Time Tracking | Print Design | Web Design | Email Design | Social Media Ad Design | Video Editing | Motion Design | UX Design | UI Design | Branding | Color Theory | Typography | AI Image Creation and Design (Firefly, Midjourney, Canva, Gemini) | Social Media Management | Photography | Design Problem Solving | HTML | HTML5 | CSS

AWARDS

•Gold Award - 40th Annual Educational Advertising Awards

Direct Mail. AMDA College of the Performing Arts. 2025

•Bronze Award - 40th Annual Educational Advertising Awards

Direct Mail Fall Brochure. Bowie State University. 2025

•Merit Award - 40th Annual Educational Advertising Awards

Online Advertising. Bridgewater State University. 2025

•Winning Photography

Under the Same Sky Project. LUMIX GM1 x MIYAVI

•First Place Digital Art Entry

Large Scale Digital Art Installation. KCC