

ERICA WERY

GRAPHIC DESIGNER

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Dynamic Graphic Designer with over 10 years of experience creating visually impactful designs. Proficient in Adobe Creative Cloud, Figma, and Canva, with strong project management skills for seamless execution. Passionate about exploring emerging design software and tools, including AI, to stay at the forefront of innovation and elevate creative solutions. Proven success in enhancing brand visibility and audience engagement across print, web, and social media. Skilled at translating complex ideas into compelling visuals that drive results and align with client goals.

EXPERIENCE

November 2024-Present

Freelance Graphic Designer | Remote

- Delivering impactful visual content and innovative designs that elevate brand identities, boost social media engagement, and drive client success by utilizing AI tools to enhance design execution, support creative brainstorming, and generate fresh ideas across presentations, logos, and packaging.

July 2021-November 2024

Graphic Designer | Ruffalo Noel Levitz | Remote

- Created marketing materials and designs that boosted engagement and maintained brand consistency for higher education clients.
- Initiated and led an AI research project to explore innovative ways to integrate AI tools into marketing and design workflows, enhancing efficiency and creative output
- 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 CC and 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, & 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.
- 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 through social media management.
- 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

INTERNSHIPS

Washington County Parks District | Washington County, IA

- Collaborated with department heads at Washington County Parks and Conservation to redesign park brochures and maps
- Helped ensure materials effectively showcased the department's offerings to the public
- Participated in capturing photography and video of events
- Met set deadlines and contributed to the successful completion of multiple design projects

Cedar Valley Association for Soft Trails | Cedar Falls, IA

- Created bold, eye-catching logos that captured the spirit of multiple events
- Designed vibrant, high-impact flyers to drive event attendance and engagement
- Developed custom event apparel graphics that brought each theme to life and boosted brand visibility

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

Adobe Creative Cloud (Photoshop, Illustrator, Indesign, XD, Dreamweaver, Premiere, After Effects, Animate, Experience Manager) | Figma | Canva | Wordpress | WIX | HubSpot | Divi | Microsoft Office and 365 (Word, Excel, Powerpoint, SharePoint, OneDrive, Outlook, and Teams) | Project and Time Tracking | Web Design | HTML | HTML5 | CSS | Google Web Designer | Digital Design | Print Design | Email Design | Social Media Ad Design | Video Editing | Motion Design | Animation | UX and UI Design | Branding and Brand Design | Typography | Color Theory | AI Image Creation and Design (Firefly, Midjourney, Canva, Gemini) | Social Media Management | Design Problem Solving | Agency Design | Mac Proficiency | Windows Proficiency | Content Management Systems | Google Analytics | Design Mentoring | Project Management | Photography | Hand-drawn typography | Drawing and Sketching

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