

Erica Wery

Senior Graphic Designer

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Strategic Senior Designer with 10+ years of experience shaping mission-driven brands through compelling visual storytelling across higher education, nonprofit, and B2C sectors. Proven ability to translate complex institutional priorities into cohesive, multi-channel creative that enhances engagement and perception from prospective students to alumni. Passionate about inclusive design, cultural competency, and leveraging emerging tools—including AI—to drive innovation, accessibility, and meaningful impact.

EXPERIENCE

November 2024-Present

Freelance Graphic Designer | Remote

- Lead creative strategy and visual storytelling for mission-driven organizations, ensuring cohesive brand experiences across print, digital, and experiential channels
- Translate complex organizational goals into clear, engaging design solutions that resonate with diverse audiences
- Develop brand systems, templates, and scalable assets to maintain consistency across touchpoints
- Leverage AI tools to enhance ideation, streamline workflows, and expand creative exploration while maintaining responsible and inclusive design practices

July 2021-November 2024

Graphic Designer | Ruffalo Noel Levitz | Remote

- Designed integrated marketing campaigns for higher education institutions, supporting enrollment, alumni engagement, and institutional storytelling
- Elevated brand consistency across email, web, print, and digital channels, improving audience engagement and user experience
- Partnered cross-functionally with strategists, enrollment teams, and stakeholders to align creative with mission-driven priorities.
- Initiated and led AI research to explore emerging tools in design workflows, increasing efficiency and fostering innovation
- Contributed to scalable brand systems, templates, and guidelines to ensure consistency across campaigns and teams

March 2020-June 2021

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

- Created experiential design and environmental graphics that enhanced customer engagement and accessibility
- Applied design thinking and behavioral insights to improve clarity, inclusivity, and user experience

October 2019-January 2020

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

- Led creative direction and mentored designers in developing high-impact promotional campaigns
- Managed cross-functional collaboration with marketing teams to align creative with strategic objectives
- Implemented project management systems to improve workflow efficiency and accountability

April 2016-October 2019

Graphic Designer | Lee Enterprises | Davenport, IA

- Developed multi-channel campaigns across print and digital platforms for diverse audiences
- Collaborated with cross-functional teams to deliver cohesive, brand-aligned creative solutions
- Championed adoption of new tools and processes to enhance creative output and innovation

August 2013-December 2015

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

- Produced large-scale marketing materials supporting community engagement and brand communication
- Ensured brand consistency and efficiency across multiple communication channels

January 2013-August 2013

Multimedia Specialist | Construction Publications | Cedar Rapids, IA

- Created print, social, and video content to support storytelling and audience engagement
- Edited and produced video content, strengthening multimedia communication strategies

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

TECHNICAL SKILLS

Adobe Creative Cloud | Figma | Canva | WordPress | CMS Platforms | HTML/CSS | HubSpot | SharePoint | Google Analytics | Monday.com (familiar)

AI Tools: Adobe Firefly, MidJourney, Gemini, Canva AI

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