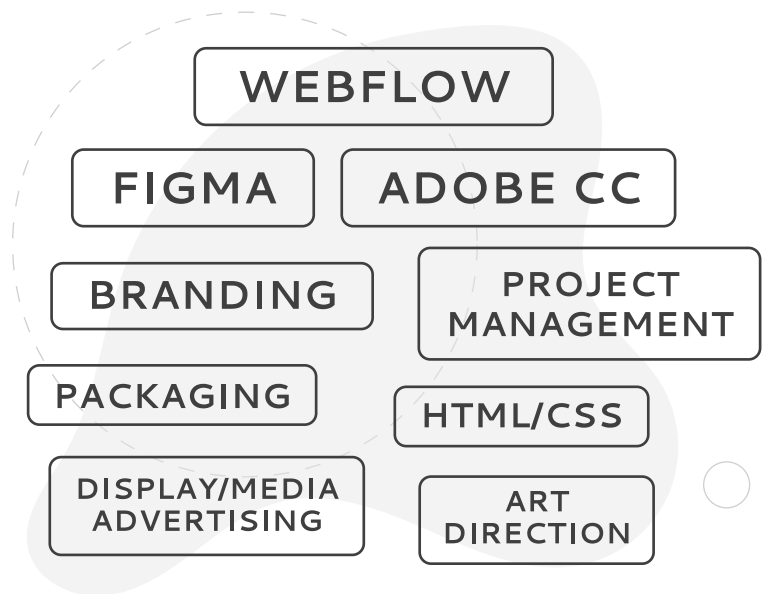


Hey, I'm Erich (the "h" is silent). I am an accomplished and energetic designer with a solid history of achievement in **Branding, Web Design, Project Management, Packaging Design, and Marketing**. I am a motivated leader with strong organizational and prioritization abilities.



EXPERIENCE

U.S. NEWS & WORLD REPORT, NEW YORK, NY – BRANDFUSE SENIOR WEB DESIGNER

JUNE 2023 - PRESENT

U.S. News & World Report is a multifaceted digital media company dedicated to helping consumers, business leaders and policy officials make important decisions. BrandFuse is the in-house marketing and branded content studio at U.S. News. We help our clients provide the best content experience to bring their messaging to our robust audience.

I am honored to be able to work with such a historic and storied legacy media brand. I work alongside account managers and editors to help conceptualize sponsored content for our clients. We work on custom designed articles, listicles, interactive, landing pages and more. I design, build and maintain the sites once they are published. The work we do is fulfilling, and I love that many of our clients strive to make a difference in the world.

FETCH & FUNNEL, BOSTON, MA – SENIOR DESIGNER

JULY 2021 - APRIL 2023

Fetch & Funnel is a full funnel performance marketing agency. I was in charge of all creative projects – both for our clients, and for our own marketing needs.

My main duties included designing and developing static and animated assets for omnichannel marketing, but I also spent a lot of time designing and prototyping landing pages for clients. Working with our CRO Specialist, we strived to transform a user's experience so our clients can improve their conversion rates.

SHIPYARD BREWING, PORTLAND, ME – LEAD GRAPHIC DESIGNER

JAN. 2018 – JULY 2021

Shipyard Brewing was founded officially in 1994, and for awhile were the 2nd largest independent brewery in New England. I was initially brought in as a production designer but quickly began spearheading new design systems / branding for the entire Shipyard Family (Shipyard Brewing, Sea Dog Brewing, Ice Pik Vodka, Live&Grind Coffee, and many more).

I worked alongside the Creative Director to bring the brand to a new, more modern place. Most of my time was spent concepting new logos, brands, beer names, packaging design, and point of sale advertisement. However, I also worked on various web design and front end development projects within the company as well.

FYC LABS, SAN DIEGO, CA – DIRECTOR OF OPERATIONS

JULY 2013 – DEC. 2017 (LEAD WEB DESIGNER: JULY 2013 – SEPT. 2015)

FYC Labs is a Web Development and Design agency in San Diego. I first started with the company as somewhat of an intern – just learning to update Wordpress sites and working on some minor design projects. I picked up Wordpress very quickly and began learning to custom code websites, which helped propel me into a lead web designer role.

Over the years at FYC, I became more involved with internal decisions. On top of my duties as one of the lead designers, I worked with the Creative Director to successfully manage our team's projects. I ran client meetings, drafted up proposals, onboarded clients, and successfully ran dozens of projects from concept through development. More importantly, I learned a lot working at FYC – especially the struggle of working with (and managing) a small young agency and its ups and downs.

SENSORI COLLECTIVE, SAN DIEGO, CA – CO-FOUNDER / DESIGNER

DEC. 2012 – DEC. 2018

FREELANCE DESIGNER

MAY 2005 – PRESENT

EDUCATION

MAINE COLLEGE OF ART – PORTLAND, ME

2004 – BFA MAJOR IN GRAPHIC DESIGN / MINOR IN ILLUSTRATION

