



eric freese
GRAPHIC DESIGNER

A graphic designer with more than 11 years of design, advertising and management experience, with extensive knowledge in the areas of corporate identity, packaging, print and web design. A team leader with exceptional collaborative and interpersonal skills with a competitive attitude that is always pushing me to be better than I was yesterday.

Contact



EMAIL ADDRESS

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WEBSITE

ericfreesedesigns.com



PHONE NUMBER

631.946.0177

Education

Bachelors of Technology Visual Communications

Farmingdale State
University of New York
2004 - 2008

Awards and Honors

Bronze Certificate of Excellence
2007 Student BOLI Competition

Work Experience

GRAPHIC DESIGN SPECIALIST

Nikon Inc., Melville, New York Aug. 2015 - Present

Work directly with Communications, Marketing, Sales and external resources to create and deploy highly effective communications materials. Including packaging, displays, sell sheets, brochures, presentations, emails, banners, POP, Packaging, minor media edits, ad's, newsletters, etc. Responsible for maintaining a high level of accuracy of branding on all materials being designed and produced; keeping Assistant Manager of Graphic Design apprised of projects status on daily basis.

SR GRAPHIC DESIGNER

P.C. Richard & Son, Farmingdale, New York Aug. 2009 - Aug. 2015

Work directly with the Marketing Director and e-Commerce Manager conceptualizing and designing various materials including packaging, POP, brochures, print ads, emails, landing pages and banner ads.

- Conceptualized and art directed the P.C. Richard & Son Game Guide, a members only video game publication that helped grow our video game reward members from 1200 to 9000 members in two years.
- Rebranded the iHeart Radio Theater and maintained all creative assets such as landing pages, emails and web banners.
- Art directed and created web ready assets for the P.C. Richard & Son Digital Flyer.
- Played an intricate role in the branding of the new P.C. Richard & Son Mattress Galleries.

GRAPHIC DESIGNER

New York Islanders, Plainview, New York Sept. 2008 - Aug. 2009

Assisted the New York Islanders graphic design department in designing collateral materials such as flyers, brochures, logos and also assisted in the innovative marketing of the club.

NON-PROFIT FREELANCE GRAPHIC DESIGNER

Starfish Junction Productions & The Long Island Press Oct. 2007 - Dec. 2007

Software Skills

Platforms: Mac and PC

Applications: Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Adobe Muse, Adobe Lightroom, Adobe Dreamweaver, Adobe Acrobat, Adobe Premiere, Microsoft Office and Working Knowledge of HTML/CSS.