ericapatstone

experience

College Possible
Senior Graphic Designer / September 2022–present

* Conceptualize and design print and digital collateral—including postcards, appeal letters, event signage, email banners, social media graphics, and landing pages—to support brand awareness, event promotion, recruitment efforts, and development across the national office and its various student programs, eight regional sites, and external stakeholders

* Enhance internal visual design capacity by developing templates for extensive multi-site campaign assets for annual student and AmeriCorps coach recruitment efforts. Scale brand-aligned design efforts by creating Canva templates for information session flyers and social media graphics

* Coordinate with print vendors to ensure high-quality and cost-effective production; reduced cost of program overview brochures by 53% in Q1 FY2024

The Pediment Group, Inc.
Associate Art Director / January 2018–September 2022

* Produced assets for 30+ book publishing projects annually, including book layouts, book covers, logos, and promotional artwork (newspaper and web advertisements, social media graphics, flyers, and email campaigns)

* Developed new concepts for book layouts and promotional assets, implementing over 50 through the duration of employment

* Conducted pre-press activities, including proofreading, editing, preflighting, and generating press-ready files

* Trained, peer reviewed, and provided feedback on team members' work

* Created products, authored blog posts, and conducted other tasks in Shopify

education

California Polytechnic State University, San Luis Obispo, California
BFA in Art and Design, Graphic Design Concentration
June 2017

honors

1st Place Best Designer / CMBAM 2017
1st Place Best Print Ad Campaign / CMBAM 2017

technical skills

Adobe Creative Cloud (InDesign, Photoshop, Illustrator, Lightroom)
Web and landing page design (Wix, Wordpress, Squarespace, Hubspot, Unbounce)
Email marketing (Marketing Cloud, Klaviyo, Campaign Monitor, Luminate)
Google Workspace (Docs, Sheets, Drive)
Microsoft Office (Word, PowerPoint, Excel)
Project management (Basecamp, Trello)
Social media asset management (Sprout Social)
Photography and photo retouching

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