

Eric Purdie

Graphic Designer



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Objective

A design position where I can apply my talents and skills in design, branding development, art direction, and conceptual thinking to increase revenue and brand visibility and to identify and appeal to target markets of all types and stripes.

Computer Skills

Photoshop After Effects Sketch
Illustrator Muse Office Suite
In-Design Premiere Mac & PC

Disciplines & Expertise

Graphic Design Concept Development
Motion Graphics Art Direction
Branding Development Environmental Design

Education & Training

Bachelor of Science in Graphic Design- June 2008 The Art Institute of California-Orange County

Accomplishments

- I redesigned the Xout website together with another designer; we developed a strong aesthetic and cohesive feel to the site that will carry through future campaigns and brand identity for years to come.
- I processed through several projects that featured Kendall Jenner, most notably the Selfie Light web page and the Ulta Store Display Signage, both of which were expedited without sacrificing quality.
- At Guitar Center I edited and prepared all of the images for our GoPro Hero5 and GoPro Hero5 Session launch in the summer of 2016, including managing multiple sensitive assets and maintaining confidentiality until official launch.

Relevant Experience

Freelance Designer at Purdie Designs Jun 19 - Present

- I focus on UI design, motion graphics work, and brand development, creating new assets and manipulating existing work to produce striking results.
- Combining my clean esthetic with bold colors and strong typography, I provide my clients with eye catching pieces that highlight their brand and its values.
- I express brand values when designing instagram posts or other social media content, clearly focusing on messaging to highlight brand voice and goals when communicating to their target audience.

Designer at Proactiv May 17 - May 19

- Worked on front-end web development and digital creative design for social media posts, winback emails, presentations, and UX/UI implementation, including extensive motion graphics (After Effects) work.
- Continuously trusted with special projects, including the confidential development of assets for our most recent celebrity talent Kendall Jenner and the accompanying promotional Selfie Light, and in-house photography studio development, lighting, prop design and creation, and staging.
- Handled the production work for department, which serviced the majority of Proactiv's business in our corporate office; maintained proficient knowledge of all in-house DAM assets; and liaised between Proactiv and DFS, the company responsible for our CG product images.

Digital Assets Management Editor at Guitar Center June 16 - May 17

- Was responsible for cleaning up product images and preparing them for use by all other departments at Guitar Center.
- Retouched images and brought them up to company standards in order to be used by the rest of the company on both the web and print sides.

Freelance Graphic Designer January 10 - May 16

- Designed branding and related packages for several local small business and personalities, and well as websites, flyers, and brochures for various events and happenings.

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