

# ERIC SIEGEL

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## EXPERIENCE

### FREELANCE GRAPHIC DESIGNER, BAY AREA

9/2016 - PRESENT

- Conceptualize and craft distinctive logos, graphics, and brand assets, ensuring they are iconic and memorable for diverse clientele
- Execute design projects encompassing campaigns, sports event logos, team apparel graphics, personal branding, team logos, social media graphics, and website UX/UI design
- Proficiently utilize a suite of creative tools, including Adobe Creative Cloud, Figma, Google Suite, Notion, Slack, and Procreate to deliver high-quality design solutions
- Collaborate closely with 20+ clients to develop effective branding storytelling, while also developing brand guidelines and design systems that express the client's brand identity
- Contribute to the creative process for logos and graphics, making a significant impact on the branding of prominent sports organizations, including the NBA, NCAA, and minor league baseball teams

### LEAD GRAPHIC DESIGNER, FIZZ SOCIAL, PALO ALTO, CA

6/2023 - 9/2023

- Spearheaded graphic design efforts for the launch of our innovative tech product in over 250 schools, both in digital and print formats
- Strengthened a diverse set of design tools, including Adobe Creative Cloud (Adobe Illustrator and Adobe Photoshop), Figma, and the Google Suite, to create visually striking materials and boost productivity
- Played a pivotal role in cross-functional collaboration, creating a design foundation, actively engaging with the marketing team during launch season and provided essential support to the engineering team in UX/UI and product design for our mobile app
- Demonstrated an unwavering commitment to detail and thrived in a fast-paced environment, effectively managing multiple concurrent projects

### GRAPHIC DESIGNER | DESIGN & CUSTOMIZE, BURLINGAME, CA

9/2022 - 3/2023

- Created custom vector graphics business cards, stickers, social media posts, mockups and tailored designs to individual client requirements
- Developed bespoke packaging solutions, including bags and boxes, aligning designs with client branding strategies
- Cleaning up artworks, re-color, reworking, and performing color separations for production ready files
- Utilized industry-standard software, including Adobe Creative Cloud, Procreate, and project management tools like Clickup
- Managed multiple projects concurrently, handling over 10 projects independently per week

### IN-HOUSE DESIGNER | SQUADZ INC. SAN FRANCISCO, CA

9/2021 - 9/2022

- Reimagined overall branding and design system that created impactful engagement to over 12K community members
- Prepared branding for print, merchandise, social graphics and marketing
- Ensured brand consistency through merchandise, documentation, presentation templates, business cards, signage, and over 20+ social media platforms
- Worked in collaboration with Nesquik and Google Pixel to successfully create and deliver brand related assets for events and digital campaigns

## EDUCATION

### UNIVERSITY OF CALIFORNIA, SANTA CRUZ

- Bachelor of Art Degree | Focus in Graphic Design
- NCAA Basketball Team Captain
- Student Union Assembly leadership opportunity

## SKILLS

- Brand and Identity Design
- UX/UI Design
- Communication Skills
- Time Management
- Strong Leadership
- Willingness to Learn