



Eric Siegel

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CAREER SUMMARY

Detailed, ambitious graphic designer committed to creating logos and illustrations to further build client business outreach. Highly knowledgeable in identifying partners vision, branding, and meeting design needs to capture company vision. Goal to create recognizable mark for life with ease of collaboration, consultation and producing end design product.

EXPERIENCE

FREELANCE GRAPHIC DESIGNER, BAY AREA

9/2016 - PRESENT

- Develops brand identity for B2C and B2B clients including startups and established companies across mobile apps, web consulting, digital events, and apparel.
- Strategize, design and implement innovative solutions to meet client expectations and brand deliverables. On track to create 15 projects during the calendar. Projection of 30 for next year.
- Identify client's desires for company, explore direction that provide a thorough scope to target brand alignment.

DESIGN INTERNSHIP | MAGNET MEDIA, NEW YORK

5/2021 - 9/2021

- Creating presentation decks and other brand aligned projects for clients such as Google, Steve Madden, and JP Morgan and Chase.
- Pushed to create an all inclusive website for users with special needs.

MULTIMEDIA MANAGER | SANTA CRUZ, CA

5/2021 - 9/2021

- Worked with Institute to create inclusivity and accessibility for platform.
- Created on brand content for social media accounts.
- Spread awareness to resources and events to students of UCSC.

EDUCATION

FREELANCER'S WORKSHOP

- Strengthen consulting practices.
- Industry Insights on Freelance.
- International design collaboration.

CA INSTITUTE OF THE ARTS

- Fundamentals of Graphic Design
- UI/UX Design with Adobe XD
- Character Design for Video Games

UNIVERSITY OF CALIFORNIA, SANTA CRUZ

- Bachelor of Art Degree
- NCAA Basketball Team Captain

SKILLS

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Adobe After Effects
- Adobe XD
- Procreate
- Visual Storytelling
- Detail Capture
- Effective Communicater