



Eric Siegel

San Francisco, CA | erics0298@gmail.com | 1.408.334.9438 | www.esiegeldesigns.com

CAREER SUMMARY

Detailed, ambitious graphic designer committed to building brands to further build client business outreach. Highly knowledgeable in designing partners vision, branding, and meeting design needs to capture company goals. Creates a recognizable design system with ease of collaboration and consultation to produce a strong, long lasting brand.

EXPERIENCE

DESIGNER | SQUADZ INC. SAN FRANCISCO, CA

9/2021 - PRESENT

- Reimagined overall branding and design system that created impactful community engagement.
- Prepared branding for print, merchandise, social graphics and marketing.
- Established identity and professionalism through documents, presentation templates, business cards, signage and infographics.
- Provide consistency on all social media platforms.

FREELANCE GRAPHIC DESIGNER, BAY AREA

9/2016 - PRESENT

- Develop brand identity for B2C and B2B clients, including startups and established companies web applications, digital events, and apparel.
- Strategize, design and implement innovative solutions to meet client expectations and brand projects. On track to create 25 projects during the calendar year, projection of 30 for next year.
- Identify client's desires for company through discovery, user personas, stylescapes, and overall brand strategy.

DESIGN INTERNSHIP | MAGNET MEDIA, NEW YORK

5/2021 - 9/2021

- Created presentation decks and other brand aligned projects.
- Clients such as Google, Steve Madden, Chase, and Adobe.
- Explored in brand sizzles and event logo animations.

EDUCATION

FREELANCER'S WORKSHOP

- Strengthened 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/ Mascot Design

UNIVERSITY OF CALIFORNIA, SANTA CRUZ

- Bachelor of Art Degree
- NCAA Basketball Team Captain
- Student Union Assembly leadership opportunity

SKILLS

- | | | |
|------------------|------------------|-------------------|
| • Branding | • Graphic Design | • Print Design |
| • Apparel Design | • Illustration | • UX/UI Design |
| • Leadership | • Communication | • Time Management |

PROGRAMS

- | | | |
|---------------------|-------------------|-----------------------|
| • Adobe Illustrator | • Adobe Photoshop | • Adobe Indesign |
| • Adobe XD | • Procreate | • Adobe After Effects |