



ERIC SIEGEL

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

CAREER SUMMARY

Results-driven graphic designer with a passion for building strong brands and driving business growth. Skilled in capturing client visions, developing brand identities, and delivering innovative design solutions. Committed to creating visually compelling and cohesive designs that leave a lasting impact.

EXPERIENCE

GRAPHIC DESIGNER | DESIGN & CUSTOMIZE, BURLINGAME, CA

9/2022 - 3/2023

- Create custom vector graphics and/or illustrations that meet the needs of the client.
- Work alongside the design team to conceptualize and design product packaging, labels, logos, signage, and other branding materials.
- Engage with clients during acquisition, design conceptualization, and sales.
- Prepare and send proofs to clients for approval or revisions before printing.

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

9/2021 - 9/2022

- 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

- Successfully developed brand identities for diverse B2C and B2B clients, resulting in increased brand recognition and customer engagement.
- Strategized and executed innovative design solutions, resulting an increase in client satisfaction and boost in sales.
- Identify client's desires for company through discovery, user personas, stylescapes, and overall brand strategy.

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
- Illustrative Design

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
- Print Design and Layout
- UX/UI Design
- Hand Illustration
- Communication Skills
- Time Management
- Multitasking Abilities
- Strong Leadership
- Ambitious to Grow

PROGRAMS

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Adobe XD
- Adobe Fresco
- Procreate
- Google Suite
- Notion