

Erin Vito

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PROFESSIONAL EXPERIENCE

Designer, Google (provided by Aquent) (Jan., 2020–Present)

Conceptualize, develop, and launch a corporate website for Networking Supply Chain and Commercial Operations (NOSCO) team. Gather input and content across various functional areas. Create images, icons and screenshots for online use that align with the Google brand.

Art Director and Graphic Designer (Sept., 2004–Jan., 2020)

Work in collaboration with clients to meet branding, marketing and communications needs through intelligent storytelling and good design. Projects include identity and branding systems, print collateral and marketing materials, consumer packaged goods, UX/UI projects, annual reports, editorial, blog and eCommerce websites, email campaigns, environmental graphics and trade show displays. Manage writers, illustrators and photographers as well as print procurement and production.

Graphics and Merchandise Manager, Frozen Dead Guy Days Festival (Nov., 2015–Mar., 2020)

Graphics responsibilities include maintenance of brand standards, website design, print and digital marketing collateral, social media and content development for and production of email communications. Merchandise responsibilities include sourcing of products, artwork creation and management of personnel and “shops” during three-day festival.

Graphic Designer, San Francisco State University (Oct., 1997–Mar., 2000; Apr., 2001–Aug., 2004)

Work with various departments to produce communications, fundraising and marketing materials as well as event collateral and environmental graphics. Collaborate with in-house writers and photographers to produce award-winning print projects. Partner with Information Technology team to redesign the SF State website for ADA compliance and accessibility.

EXPERTISE

Art Direction and Design: Conceptualize and create compelling design solutions including identity and branding systems, print and digital marketing collateral, UX/UI, packaging, websites and environmental graphics. Hire and direct photographers and illustrators; work in conjunction with writers.

Communication and Problem Solving Skills: Work collaboratively with internal team and external constituents to determine appropriate and effective design solutions. Remain curious, ask questions and explore potential outcomes openly without forming a predetermined course of action.

Software and Technical: Adobe Creative Suite—InDesign, Photoshop, Illustrator, Acrobat, After Effects; Wordpress (including basic HTML, CSS and PHP); G Suite; LucidChart; Microsoft Office.

EDUCATION

Adobe After Effects Certificate, Boulder Digital Arts

MA, Industrial Arts—Graphic Design, San Francisco State University

BA, Philosophy and Spanish, Boston University

AWARDS

CASE Award of Excellence—San Francisco State University Ad Campaign, *SF Business Times*

CASE Award of Distinction—John Handy Jazz Festival Collateral

CASE Award of Distinction—San Francisco State University Centennial Bookmarks