

Erin Vito

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erinvito.com

PROFESSIONAL EXPERIENCE

Art Director, EnerCom (May, 2021–Present)

Exceed the needs and expectations of clients in the energy industry. Work collaboratively with other directors to produce websites, identity and branding, ESG and Annual Reports, marketing collateral and conference materials. Manage developers, illustrators and graphic designers.

Designer, Google (provided by Aquent) (Jan., 2020–April, 2021)

Conceptualize, develop, and launch corporate websites for various internal Google orgs. Gather input and content across functional areas. Create icons and graphical representations of complex data that align with the Google brand.

Freelance 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, annual reports, editorial, blog and eCommerce websites, email campaigns, environmental graphics and trade show displays. Responsibilities include management of writers, illustrators and photographers as well as print procurement and production.

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, XD, After Effects; Wordpress; Google Workspace; LucidChart.

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