

# Erin Vito

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## PROFESSIONAL EXPERIENCE

### **Art Director, EnerCom** (May, 2021–Present)

Worked cooperatively with clients to meet marketing and communications needs through intelligent storytelling and good design. Collaborated with other directors to produce websites, identity and branding systems, reports, digital and print collateral, video, presentations, and trade show graphics. Oversaw projects from concept through completion, including client proposals, production schedules, and management of developers, illustrators and designers.

**Impact:** Brought in 150-200% of my gross salary in billable hours every month.

### **Web Designer, Google** (January, 2020–April, 2021)

Conceptualized, developed, and launched corporate websites for various internal Google organizations. Compiled content and input from various functional areas. Designed icons and graphical representations of complex data that aligned with the Google brand.

**Impact:** Created standardized instructional and communications materials, saving time and reducing unnecessary meetings between functional organizations at Google.

### **Art Director and Graphic Designer, Grow Design** (September, 2004–January, 2020)

Maintained a thriving freelance design business working with clients in diverse industries. Responsibilities included management of freelance writers, illustrators and photographers, project management, print procurement, and press checks.

**Impact:** Maintained decades-long relationships with clients; increased revenue for several brands.

### **Senior Graphic Designer, San Francisco State University** (April, 2001–August, 2004)

Partnered with colleges and departments to produce print and digital communications, fundraising, and marketing materials as well as event collateral and environmental graphics. Collaborated with in-house writers and photographers to produce award-winning print projects.

**Impact:** Launched a successful website for San Francisco State University that integrated multiple departments under one visual umbrella and fully complied with ADA regulations.

## EXPERTISE

**Art Direction and Design:** Translate marketing briefs into compelling design solutions. Create design standards and templates for marketing and sales collateral. Evolve a brand vision and design style across visual assets. Procure print bids and manage printing process, including proofing and press checks. Hire and direct photographers, videographers, developers and designers.

**Communication and Problem-Solving Skills:** Partner with internal team and external constituents to determine appropriate and effective design strategy. Foster curiosity, 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, Premiere Pro; Figma; Sketch; Asana; Wordpress; Google Workspace; Microsoft Office

## EDUCATION

MA, Industrial Arts—Graphic Design, San Francisco State University  
BA, Philosophy and Spanish, Boston University  
Adobe After Effects Certificate, Boulder Digital Arts