

# Erin Vito

Art Director and Design Lead

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erinvito.com

## SKILLS

### Leadership

- Mentor graphic designers and other creatives
- Foster collaboration across cross-functional teams
- Keep up with design trends and industry standards and share knowledge with others

### Art Direction and Design

- Translate marketing and communications goals into effective strategies
- Craft compelling design solutions that drive meaningful results across diverse channels

### Project and Client Management

- Work with clients to create project proposals, creative briefs and detailed production schedules
- Determine appropriate and effective design strategy and ensure desired outcomes are met
- Ensure clear and consistent communication regarding project scope, status, and delivery

### Software and Technical

- Adobe Creative Suite—InDesign, Photoshop, Illustrator, Acrobat, XD, After Effects, Premiere Pro
- Figma, Sketch, Asana, Wordpress, Google Workspace, Microsoft Office
- AI Tools—DALL•E 3, ChatGPT, Midjourney

## EXPERIENCE

### Creative Director—EnerCom, Inc. (May, 2021–Present)

**Impact:** Consistently achieve a 80+ billable hours of client work each month.

- Conduct business development, including outreach, proposals and project briefs
- Direct multichannel campaigns from concept through execution, on time and within budget
- Manage writers, photographers, videographers, developers and designers

### Web Designer—Google (Contract: January, 2020–April, 2021)

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

- Conceptualized, developed, and launched corporate websites for internal Google organizations using content and input from various functional areas
- Designed icons and graphical representations of complex data in alignment with the Google brand

### Owner—Grow Design (Self Employed: June, 2005–January, 2020)

**Impact:** Increased revenue and visibility for companies across diverse industries.

- Founded and led a successful design business
- Increased client visibility and revenue through innovative, ROI-driven design solutions spanning digital, print, packaging and environmental graphics

### Senior Graphic Designer—San Francisco State University (April, 2001–May, 2005)

**Impact:** Launched a new website for the university that successfully integrated all colleges under one visual umbrella and fully complied with ADA guidelines.

- Executed university-wide campaigns, maintaining brand identity across digital and print touchpoints
- Collaborated with in-house writers and photographers to create award-winning designs

## EDUCATION

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

BA, Philosophy and Spanish, Boston University

Adobe After Effects Certificate, Boulder Digital Arts