

Erin Vito

Creative Director and Design Lead

406-370-3976 • hello@erinvito.com

erinvito.com

I'm a hands-on Creative Director who helps tech companies translate complex concepts into clear, human-centered design while building trust, collaboration, and efficient systems.

SKILLS

Leadership

- Mentor graphic designers, photographers, videographers and developers
- Stay informed on design trends and industry standards and share insights with others

Art Direction and Graphic Design

- Translate marketing and communications goals into effective design strategies
- Craft compelling marketing and communications solutions that drive meaningful results across diverse channels
- Cultivate a collaborative atmosphere among multidisciplinary teams

Project and Client Management

- Create project proposals, creative briefs and detailed production schedules
- Determine appropriate and effective design strategy and ensure desired results are met
- Maintain clear and consistent communication regarding project scope, status, and delivery

Software and Technical

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

IMPACTS

EnerCom

Designed and deployed assets for a three-day, 1,000+ attendee annual conference in Denver, including promotional materials (email newsletter, ads, social media posts), conference website, printed badges and schedule, environmental graphics, digital media, and livestream of presentations during the event.

Google

Created standardized instructional and communications websites for orgs within Google.

San Francisco State University

Designed and launched a new, ADA-compliant website for the university, successfully integrating all colleges under one visual umbrella. Created all visual assets and framework; worked collaboratively with IT to develop and deploy the redesigned website.

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EXPERIENCE

Creative Director—EnerCom, Inc.

(May, 2021–Present)

- Direct multichannel campaigns and guide projects from concept through execution, on time and within budget
- Manage developers, photographers, videographers, writers and designers
- Conduct business development, including outreach, proposals and project briefs
- Consistently achieve 80+ billable hours of client work each month

Web Designer—Google

(Contract: January, 2020–April, 2021)

- 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)

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

Senior Graphic Designer—San Francisco State University

(April, 2001–May, 2005)

- Executed university-wide marketing campaigns, maintaining brand standards across print, digital and experiential touchpoints
- Collaborated with in-house writers and photographers to create award-winning design solutions

EDUCATION

MA, Graphic Design, San Francisco State University

BA, Philosophy and Spanish, Boston University

Adobe After Effects Certificate, Boulder Digital Arts