Erin Vito

Creative Director and Design Lead
406-370-3976 • hello@erinvito.com
erinvito.com

I'm a hands-on creative leader with extensive experience in visual communications, brand development and team management. I translate complex concepts into clear, compelling design while mentoring team members, managing priorities, and building strong relationships across organizations.

SKILLS

Leadership

- Manage and mentor designers and other creative professionals, providing direction, feedback, and support for professional growth
- Set priorities, assign work and manage resources to balance competing projects and deadlines
- Foster a collaborative team environment that encourages creative thinking, knowledge sharing, and professional development

Art Direction and Graphic Design

- Translate complex information and marketing objectives into clear, compelling visual communications
- Develop and apply brand guidelines, templates and design systems across print and digital channels
- Craft successful marketing and communications solutions that drive results across diverse channels
- Work collaboratively with cross-functional areas and multidisciplinary teams

Project and Client Management

- Create project proposals, creative briefs, production schedules, and budgets
- Prioritize projects, allocate resources and manage timelines across multiple concurrent initiatives
- 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
- Microsoft PowerPoint, Word, Excel, Figma, WordPress, Google Workspace, Asana
- AI-assisted creative tools—Adobe Firefly, ChatGPT, Midjourney, DALL·E
- Web design, UX/UI and digital asset production

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)

- Lead creative direction and hands-on design for marketing and communications materials across digital, print, video, websites, presentations, and environmental graphics
- Develop and maintain brand guidelines and visual standards for clients across the energy industry
- Manage designers, developers, photographers, videographers and writers, providing creative direction and coordinating project resources
- Direct multiple concurrent projects and campaigns from concept through production, balancing priorities, budgets, and deadlines
- Collaborate with clients and internal stakeholders to translate complex technical information into effective visual communications

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

- Designed and launched standardized internal websites for Google organizations, collaborating with stakeholders across functional areas to ensure brand consistency and usability
- 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
- Presented campaign strategies and creative solutions to stakeholders
- Collaborated with in-house writers and photographers to create award-winning design

EDUCATION

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