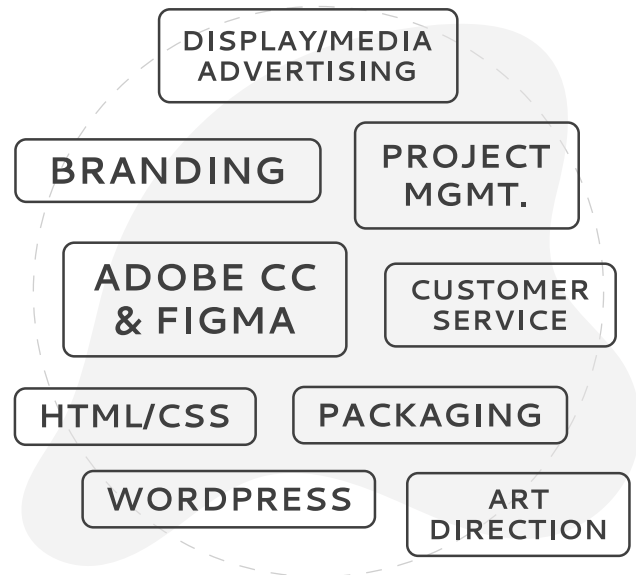


Hey, I'm Erich (the "h" is silent). I am an accomplished and energetic designer with a solid history of achievement in **Branding, Web Design, Project Management, Packaging Design, and Advertising.** I am a motivated leader with strong organizational and prioritization abilities.



## EXPERIENCE

### **FETCH & FUNNEL, BOSTON, MA - SENIOR DESIGNER**

*JULY 2021 - PRESENT*

Fetch & Funnel is a full funnel performance marketing agency. I am in charge of all creative projects - both for our clients, and for our own marketing needs.

My main duties include designing and developing static and animated assets for omnichannel marketing, but I also spend a lot of time designing and prototyping landing pages for clients. Working with our CRO Specialist, we transform a user's experience so our clients can improve their conversion rates.

### **SHIPYARD BREWING, PORTLAND, ME - LEAD GRAPHIC DESIGNER**

*JAN. 2018 - JULY 2021*

Shipyard Brewing was founded officially in 1994, and for awhile were the 2nd largest independent brewery in New England. I was initially brought in as a production designer but quickly began spearheading new design systems / branding for the entire Shipyard Family (Shipyard Brewing, Sea Dog Brewing, Ice Pik Vodka, Live&Grind Coffee, and many more).

I worked alongside the Creative Director to bring the brand to a new, more modern place. Most of my time was spent concepting new logos, brands, beer names, packaging design, and point of sale advertisement. However, I also worked on various web design and front end development projects within the company as well.

## EXPERIENCE CONTINUED

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### **FYC LABS, SAN DIEGO, CA – DIRECTOR OF OPERATIONS**

*JULY 2013 – DEC. 2017 (LEAD WEB DESIGNER: JULY 2013 – SEPT. 2015)*

FYC Labs is a Web Development and Design agency in San Diego. I first started with the company as somewhat of an intern – just learning to update Wordpress sites and working on some minor design projects. I picked up Wordpress very quickly and began learning to custom code websites, which helped propel me into a lead web designer role.

Over the years at FYC, I became more involved with internal decisions. At a certain point, it made sense for me to help steer the ship. On top of my duties as one of the lead designers, I worked with the Creative Director to successfully manage our team's projects. I ran client meetings, drafted up proposals, onboarded clients, and successfully ran dozens of projects from concept through development. More importantly, I learned a lot working at FYC – especially the struggle of working with (and managing) a small young agency and its ups and downs.

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### **SENSORI COLLECTIVE, SAN DIEGO, CA – CO-FOUNDER / DESIGNER**

*DEC. 2012 – DEC. 2018*

Sensori Collective was an idea that two friends and I worked on that was rooted in collaboration. We wanted to help build a network and community of musicians in the San Diego area in order for people to easily make connections. The main goal was to encourage collaboration, and overall was a major success!

We collaborated with local businesses by organizing art and music events around the city. We also organized and released multiple music projects. I was in charge of all branding for our projects, and designed all digital album releases. Eventually, the other two friends that helped run the collective moved away from the area but the network we helped to build remains intact.

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### **FREELANCE DESIGNER**

*MAY 2005 – PRESENT*

## EDUCATION

**MAINE COLLEGE OF ART – PORTLAND, MAINE**

2004 – BFA MAJOR IN GRAPHIC DESIGN / MINOR IN ILLUSTRATION

