

ERIC SELLERS

RESUME

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LOOKING FOR A GOOD FIT.
LOOKING TO FLEX DESIGN MUSCLES.
LOOKING TO FIND A DESIGN HOME.

MY REVIEW

Eric's work has appeared in premier Condé Nast publications including Rolling Stone, Vibe, Men's Health, Stuff and, and he's lent his expertise to branding agencies on a global scale. Sellers has exhibited his photography in renowned Portland area galleries, and his images have graced the covers of local lifestyle magazines. He's also a mean fiddle player and is the driving curatorial force and creator of Shorty Shorts the Portland-based film festival. It's a rare, winning character that celebrates both culture and community, good taste and good humor.

PAST & PRESENT

ERIC J SELLERS // PDX FREELANCE DESIGNER 5/02 - PRESENT

I am a freelance brand designer that builds solid identities and unifies corporate communications. The most exciting part of my design career is to create a brand, produce it in different marketing platforms, and watch that brand grow.

HOW I WORK

- Meet with prospective clients to learn about their company, research their industry and end users, design a brand that will cause contagious enthusiasm. I want my client to be proud and confident with their brand.
- Name the new business or product, developed corporate ID, brand/logo standards and forecast marketing needs
- Deliver consistent messaging with web design, E-blast's and social media
- Create on brand video and photo content

FREELANCE CONTRACTS~

Beaverton Farmers Market
Joe's Burgers
NIKE
iRiver America
Subaru
Pho Van Fresh

CODA
Knowledge Universe
Beth Israel
AVEDA
Allstate Insurance
PQ Monthly

Dosha
Phame
Slacker Radio
Bishops Barbershop
Season and Regions
Basic Rights Oregon

BRANDING
DESIGN
WEB
SOCIAL MEDIA
ILLUSTRATION
PHOTOGRAPHY
FILM

REFERENCES

GINGER RAPPORT
Beaverton Farmers Market
503.484.7085

KIKI HANOVER
Joe's Burgers
949.874.1066

SUSAN CHANDLER
Venice Child
424.219.6620

SONICBLUE // PDX SENIOR DESIGNER 6/01 - 5/02

Directing a team of graphic designers, supervising project work flow from concept to delivery. Responsible of maintaining the required design standards for SONICblue. Creating brand communication materials for micro sites and on line visual experiences, illustrations, POP collateral materials and visual merchandising and display design

- Created a corporate brand that is applied to all brands under SONICblue's umbrella
- Brand consistency: collateral, packaging, marketing and advertising
- Manage design team, focus groups and road map marketing department work flow
- Produce packaging and sales materials for global markets, oversea printing and localization
- Created the SONICblue CES booth and street team marketing
- Branded web site, E-mail blasts and all web advertising
- Manage work flow to printers and vendors

RIO DIGITAL AUDIO // PDX SENIOR DESIGNER 7/00 - 6/01

- Worked with Chiat Day and Three 8 in San Francisco to brand and launch the I'M LISTENING campaign - video, print and web
- Designed collateral, packaging, rebates and POP
- Gained experience with thermo forms and blister pack packaging
- Developed company ID with letterhead, business cards and envelopes
- Branded the web site, E-mail blasts and all web advertising
- Developed a style guide for product photography
- Managed relationships with printers, product photographers and product ID firms