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LINKEDIN: ERIC-SELLERS-DESIGN

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Graphic designer with 18 years of leadership in art direction, design, and marketing campaigns. Expert in visual storytelling, concept development, and project management, resulting in increased brand engagement and revenue. Proven track record ranging from start-ups to world-renowned brands. Continued knowledge expansion of digital tools and skills to push innovation and efficiency in design work and production.

SKILLS

Adobe Creative Suite

After Effects

InDesign

Premiere Pro

Microsoft Office

Photography Editing and Production

Video Editing and Production

Social Media Management

Website Building

AI Art Creation

Asana

EDUCATION

NEWTech

Spokane WA

Graphic Design and Digital Arts

2-year

North Idaho College

Coeur d'Alene, ID

Graphic Design and Photography

2-year

EXPERIENCE

JB MANAGEMENT GROUP

JOE'S BURGERS & CHOZA CANTINA 02- present

In-house creative director of both Northwest restaurant chains.

Developer of brand guidelines and visual identities ensuring logos, fonts, and styles are followed and understood for all locations.

Developer of mood and color board for the direction of the interior design with respect to traffic flow, lighting, and the restaurants brands ensuring a unique and delightful customer experience.

Increased brand engagement by developing marketing campaigns resulting in stakeholders satisfaction through customer engagement and website traffic.

Produced on-trend lifestyle with mouth-watering photography and videos for digital media and promotions.

Managed multiple projects simultaneously, ensuring timely delivery while meeting client's budget and deadlines.

Worked closely with signage companies to design and produce an array of lighted signs including LED light boxes, classic neon and others.

Built and designed products for Joe's successful on-line merchandise shop, a print on demand store that helps promote the brand and generate income.

BEAVERTON FARMERS MARKET 02- present

Freelance creative director of the largest farmers market on the West Coast.

Initially re-branded and updated the website, I now oversee the marketing department to meet brand standards and guidelines.

15,000 monthly e-basts connected to the BFM in-house blog with stories and receipt are sent with an average monthly recall of 60%.

Merchandise from totes to shirts bearing original product designs are sold out every year.

Create financial decks for end of year recap for the BFM board and manage the creation of the vendor rules and handbook.

VENICE CHILD 20-22

Freelance creative director of Venice Child, a high-end luxury parent brand.

Transformed the brand from cartoon kids to an elevated lifestyle brand sold at Nordstrom and Pottery Barn, among others

Streamlined functions on Venice Child's website, adding a wholesale login portal with a wholesale store.

Designed sales collateral, POP, the product catalog and trade show booths across the US and England.

From patterning to tech packs and labels, worked with China manufacturing companies to create a line of fashionable and functional diaper bags for style and image conscious parents.

FREELANCE CLIENTS INCLUDE:

SONICBLUE, Rio Digital Audio, Replay TV, GoVideo, Knowledge Universe, Inkology, Beth Israel, CODA, AVEDA, Allstate, NW Subaru, Parker Baby, Pho Van Fresh, KITTRICH, PNGC Power, The Duniway Hotel and Jack Rabbit Restaurant, Five Senses Reeling