



ERICA LEE SPRATT

GRAPHIC DESIGNER

Creative and multitalented Graphic/Visual Designer with expertise in marketing, print design, and multimedia. Exceptional collaborative and interpersonal skills, with the ability to examine and understand client needs and deliver products that push creative boundaries to exceed original expectations. Passionate and inventive creator of innovative marketing strategies and campaigns, with a specialty in developing new and redesigned branding and executing brand presentation to ensure optimal visual awareness. Accustomed to performing in a collaborative, fast-paced environment ensuring projects are completed on time and within budget while contributing in numerous areas.

CORE COMPETENCIES	PROFESSIONAL EXPERIENCE
<p>GRAPHIC DESIGN PROJECT MANAGEMENT WEBSITE DESIGN TEAM LEADERSHIP MARKETING CAMPAIGNS REBRANDING CLIENT RELATIONS LOGO DESIGN UX/UI OPTIMIZATION PRINT/MULTIMEDIA DESIGN PRODUCT LAUNCHES COLLABORATION ADOBE CREATIVE SUITE QUALITY ASSURANCE</p>	<p>RISESMART SAN JOSE, CA 2012 - 2016 <i>Marketing Graphic Designer & Product Design Intern</i></p> <ul style="list-style-type: none">• Promoted to positions of increasing authority due to my proven creative expertise, technical aptitude, and teamwork.• Played a key role in the design and launch of our first annual Severance Study publication – responsible for managing all aspects including branding, content layout, editing, and print production.• Project Manager in charge of the overall design/branding, layout, infographic production and template layouts.• Managed the design and print production of a critical 104 page sales document that played a key role in the success of gaining key clients.• Worked collaboratively with company leadership to manage the successful rebranding of RiseSmart: improved the original logo, revamped of the company corporate logo and recreated collateral assets.• Coordinated with cross-functional teams, including marketing, product management, and UX/UI, to create original solutions that mirror and assist in reaching design goals.• Proactively supported and managed additional creative responsibilities including the collaboration with the design team to improve overall visual design goals, creation and video editing of educational webinar shorts and ad hoc marketing projects.• Recognized for consistently meeting and exceeding high priority deadlines to support timeline milestones ensuring the successful delivery of a new product launch.• Contributed to projects with engineering, final product QA and translating field research into scaled design improvements.• Collaborated with the Practice Strategy Team to launch the Coaching Content Tip Sheet template system that generated over 100 documents of coaching content.
<p>EDUCATION</p>	
<p>BACHELOR OF ART IN DESIGN <i>San José State University, 2013</i></p> <p>MINORS: Graphic Design & Art History, concentration in Illustration.</p> <p>ACTIVITIES AND SOCIETIES: Delta Zeta Sorority, Shrunkenhead Man Club</p>	<p>THE HARKER SCHOOL SAN JOSE, CA 2009 - 2012 <i>Freelance Designer & B.E.S.T Staff</i></p> <ul style="list-style-type: none">• Spearheaded the organization, planning, and preparation of Harker events while maintaining Harker B.E.S.T practices, and provide leadership internally.• Revitalized L.I.F.E program logo with user-centric focus that embodied the concepts of enthusiasm, focus and living with intent.• Demonstrated and communication excellence with BEST colleagues to promote team effort, spirit while setting an overall example for student observation and increasing our outreach efforts to the community.• Built, managed, and maintained Harker community relationships, providing positive customer experience to parents, faculty, and staff through strong communication and assisting in problems as they arose.