

ERIK WALLACE

WEB DESIGN & STRATEGY

OBJECTIVE

Building on the skills I have acquired as a designer and developer through seven years of experience, I aspire to improve my work through a better understanding of strategy and understanding my audience.

WORK EXPERIENCE

Electronic Art, October 2008 - Present

Role: Lone designer at a boutique agency specializing in custom solutions for kiosks, websites and digital signage.

- A redesigned website and maintenance, monthly newsletter, blog, demos for kiosks and digital signage as well as various print materials
- Design work and concepts for the Twit2Win website, twitter page and advertising
- Application design for a digital signage product and promo website

Our client work, while varied, is unified by custom solutions:

- For Verizon and Verizon Wireless, I create and help develop applications for kiosks, toughbooks and microsites to facilitate lead generation
- Design work and concepts for the Twit2Win website, twitter page and advertising
- Application design for a digital signage product and promo website

Freelance Designer, June 2002 - Present

- Consult with small and medium sized businesses to plan and create websites and animation
- Contract work for former employers, F+W Publishing and Whittmanhart Interactive

Barefoot Advertising, February 2007 - August 2007

Role: Designer at an award-winning agency that specializes in the pursuit of happiness.

- Created sweepstakes and rich media ads for Febreze® and Mr. Clean® campaigns
- Designed a blog-style companion to the quarterly Scripps Newsletter housed on the MyLighthouse intranet
- Worked on the Subscriber Center for Home Made Simple subscribers to educate and introduce them to all of the features and tech tips the newsletter offers

Whittmanhart Interactive, April 2006 - December 2006

Role: Web Designer at an interactive agency that focuses on persona-driven online experiences.

- Designed new editorial content for Tide.com
- Created iMedia ads for Downy® Simple Pleasures
- Participated in team brainstorming sessions to generate new ideas for the brands
- Updated all of the Tide®, Downy® and Bounce® products for the Tide.com revamped site

Worked on eLearning courses for Cornell University's Interventional Fellows Institute, which involved:

- Designing unique statistical data and tests to help Fellows study for boards and keep up-to-date on the newest developments in interventional cardiology
- Making updates and additions to the Fellows website

WORK EXPERIENCE (continued)

F+W Publications Inc., May 2004 - March 2006

Role: Web Designer for a publishing company that delivers how-to information for traditional and new media.

- Designed websites, online promotions and direct emails for F+W magazines, books, conferences and workshops. Titles include magazines known nationally and internationally, such as *HOW*, *I.D.*, *Print*, *Writer's Digest* and *Horticulture*
- Designed the 2005 and 2006 HOW Design Conference website, newsletter and all of the online ads. Both years it sold out for the only two times in its 15-year history

Architechnology, September 2002 - April 2004

Role: New Media Designer at a small company that delivers high quality multimedia and animation services.

- Designed and built websites for clients ranging from small businesses to Fortune 500 companies. Notable clients include Apple, Champion Doors and Window and Moeller High School
- Animated product and process demonstrations with Flash, and developed CD-ROMs for marketing, interactive kiosks, and visualization tools

SKILLS

Comfortable with Mac and PCs, very familiar with core Adobe Creative Suite software, XHTML and CSS. Basic front-end knowledge of ASP, and PHP and Javascript.

EDUCATION

Ohio University 1998-2002, B.S. Interactive Multimedia, Graphic Design emphasis

MORE INFORMATION

Visit www.erikwallace.com, email info@erikwallace.com or call (513) 382-9360. Thank you.