

Erik J. Swendsen

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Career SUMMARY

Over 25 years of experience provide solid success in creating, directing and implementing a broad range of revenue-generating design projects, from conception to launch. Readily translate business requirements into effective, out-of-the-box, product image design and marketing campaigns. Create partner cross-functionally to build consensus and ensure projects meet all deadlines and budget requirements. Intuitively adapt to new technology and innovative processes while ensuring compliance with corporate standards.

Professional EXPERIENCE

- 2016 **Rust-Oleum Corporation** Vernon Hills, Illinois
to Current *Graphic Designer/Art Director*
- Created a new, contemporary image and branding for the Rust-Oleum industrial platform that resulted in reenergizing product interest and sales. Introduced bold elements and a cohesive identity that improved awareness of the complete line of products.
 - Succeed in designing new product logos to refresh product image and match intensity of new branding.
 - Overhauled industrial literature to reflect the new branding and continue the cohesive identity of the platform. Redesigned pieces included sell sheets, product guides, brochures, web pages and catalogues. Though not directly involved in international branding and marketing, the new branding has been used, or its elements have inspired change to many world markets.
 - Received the Rust-Oleum Marketing "Customer Intimacy Award" for exceeding expectations on the new image and branding for the industrial platform.
 - Initiated new and strengthened existing relationships with service providers to reduce prepress demands, shorten production turnaround and build true partnerships.
 - Coordinated with service providers on stock selection, inks and outside sources essential to project completion.
 - Collaborate with marketing teams and in-house creative services to create packaging, POP, literature and other sales and marketing materials from concept through final.
 - Designed and constructed a mobile storage rack for large format paper rolls and various department supplies.
- 2014 **RE | Creations and Design** Winfield, Illinois
to 2015 *Creative Consultant/Art Director*
- Designed and managed the complete branding and image of several small businesses and organizations.
 - Provided copywriting and design for programs, displays, signs, special event logos and promotions.
 - Collaborated with service providers to reduce production times and ensure high quality results for clients.
 - Aided clients in creating captivating social media posts and campaigns.
- 2002 **AlphaGraphics** Wheaton, Illinois
to 2014 *Art Director/Sr. Graphic Designer/Department Manager*
- Successfully completed multiphase marketing campaigns, for clients, from concept to production.
 - Completed design projects include corporate identities, logos, marketing materials, packaging, labels, catalogues, programs, tradeshow systems and banners. Provided copywriting and photograph retouching as needed.
 - Established project budget with client and provided detailed project expenses and production time.
 - Efficiently lead and administered department operations and provided direction to a creative team.
 - Managed direct communications to team members and service providers to quickly adapt to sudden changes.
 - IT responsibilities including equipment installation, maintenance and updates.

Education DEGREES

- 1998 **Northern Illinois University** DeKalb, Illinois
Bachelor of Arts/Graphic Design
- 1994 **Elgin Community College** Elgin, Illinois
Associates Degree/Graphic Design

Technical PROFICIENCIES

Macintosh OS; Adobe Creative Suite CC (InDesign, Illustrator, Photoshop and Acrobat); Microsoft Office; Windows; HTML and various video and website software; Large format printers

Professional AWARDS

- 2019 **Rust-Oleum Marketing "Customer Intimacy Award"**
For consistently meeting and exceeding expectations (First time awarded to a contracted employee).

Personal FACTS

- Achieved rank of Eagle Scout with the Boy Scouts of America.
- Part of a family owned and operated woodworking/renaissance faire business.
- Excel at trouble shooting and repairing malfunctioning equipment.
- Left handed.