

# ERIC WITT

ART DIRECTOR + DESIGNER

## ABOUT ME

Hey there, pleasure to e-meet you! I am a passionate, enthusiastic art director and designer. I have a keen eye for detail and pixel perfection, and a knack for determining aesthetic styles and direction. I've worked on several large accounts, focusing on branding, rules and guidelines, and digital marketing. My approach to design begins with strategic planning, storyboarding and ideation, then leads to clever and innovative solutions that accentuate campaign goals and brand strategies. With every project, I am committed to delivering focused, consistent messaging with the creative flair that resonates with audiences.

## CONTACT ME

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✉ [ericwittdesign@gmail.com](mailto:ericwittdesign@gmail.com)  
📍 Livonia, Michigan

## MY EXPERIENCE

June 2015 - July 2018

### Junior Designer // Hook Studios

Ann Arbor, Michigan

Collaborated with producers, directors, designers and studio on a wide variety of digital materials including: websites, global campaigns, branding, video, QA, client presentation decks, content and asset production, and final deliverables. Specialized in branding, rules/guidelines and ideation. Clients: Google, YouTube

Feb 2015 - June 2015

### Art Director // Aragorn Advertising

Highland, Michigan

Worked with a small team to direct, design and enhance a variety of print, digital and video materials including: automotive 3D promotional product videos, product brochures, print advertisements, social media content and corporate client materials. Clients: Eaton, Cooper Tires

July 2014 - Feb 2015

### Design Intern // Lighting Supply Company

Ferndale, Michigan

Coordinated, designed, edited and proofed full-spectrum of marketing and company materials including: email blasts, website graphics, product photography, signage, flyers, decals, internal marketing website, company video, and social media applications. Took initiative to optimize website and e-commerce platform.

## MY EDUCATION

Aug 2011 - May 2013

### Bachelor of Arts in Graphic Design

Madonna University, Livonia, MI

CGPA: 4.00 // Highest Distinction Honors, Madonna Muse Publication

Aug 2009 - May 2011

### AAS in Interactive Media & Game Design

Schoolcraft College, Livonia, MI

CGPA: 3.8 // Computer Graphics Technology Most Outstanding Student Award 2009 & 2010

Aug 2012 - May 2014

### Certification in 3D & Motions Graphics

Schoolcraft College, Livonia, MI

CGPA: 3.8 // 3D Studio Max & After Effects, Phi Theta Kappa Honor Society Member

## MY SKILLS

### Software

Photoshop ██████████  
Illustrator ██████████  
InDesign ██████████  
After Effects ██████████  
3Ds Max ██████████  
XD + Sketch ██████████

### Design

Art Direction ██████████  
Branding ██████████  
Concepting ██████████  
Digital ██████████  
Guidelines ██████████  
Web ██████████

### Personal

Detail ██████████  
Organization ██████████  
Problem Solving ██████████  
Teamwork ██████████  
Technology ██████████  
Versatility ██████████

## MY HIGHLIGHTS

### YouTube Brand Guidelines

Lead research, direction and design of extensive brand guidelines for core YouTube brand and affiliates. Responsible for all rules, imagery and website creation.

### Successful Campaigns

Google Search, Google Chromebook, YouTube Music, YouTube Creators, YouTube Red, Slack and more.

### Google Chromebook, News & AI Guidelines

Created thorough and flexible guidelines for Google's international 'You Chromebook' campaign along with Google News and AI brand rules and guidelines.

### Digital Guru

Created hundreds of digital and video assets, banners, mastheads, billboards and flawless final deliverables.

## FOLLOW ME

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