

ERIKA WALDEN

Creative / Designer / Production



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WEBSITE & PORTFOLIO
trustybranddesign.com

+ SKILLS & QUALIFICATIONS SUMMARY



Design professional with over 20 years of experience and a proven ability to develop and implement targeted design from concept to launch.



Creating and directing production of print and digital advertising, social media channels, broadcast, packaging, presskits, lookbooks, in-store signage, presentations and direct mail.



Expert in the technical, conceptual and content development of advertising campaigns that are ensured to meet all milestones, deadlines and budget requirements.



Building systems to encourage efficiency and creativity with a willingness to serve both colleagues and clients.

+ TECHNICAL SKILLS



InDesign



Illustrator



Photoshop



After Effects



Express



Wix



Squarespace



Acrobat



Canva



Figma

+ DESIGN SKILLS



Advertising



Typography



Production



Social Media



Identity &
Branding



Web
Design



Digital
Design



Television &
Multi Media

+ EDUCATION

Bachelor of Fine Arts in Art

University of Mississippi
Visual Communications in Art/Design
Graduated Cum Laude

Athena Silver Retail Award 2004



REFERENCES upon request

+ ADDITIONAL SKILLS

- Expert in image editing, enhancement and photo-retouching
- Proficient in conceiving, pre-press, project management, production
- Skilled in troubleshooting and creating guidelines for systems and startups



trustybranddesign.com
additional samples on request

+ WORK EXPERIENCE

Trusty Brand Design

Nationwide

Freelance Designer / Creative Director / Graphics / Production

August 2012 - present

Conceptualized, designed, and executed a wide range of creative projects including digital and social media campaigns, advertising, posters, flyers, websites, presentations, and promotional materials, managing each from initial concept through final production. Partnered with notable clients such as JCPenney, Nespresso, Macy's, and various independent brands. Increased revenue by 400% in under three years through strategic design solutions and targeted brand messaging.

Yalobusha Brewing Company

Water Valley, MS

Graphic Designer / Production Designer

August 2014 - 2016

Oversaw all design aspects, including package design, new product development, magazine advertising, posters, flyers, website, social media, and promotional materials from concept through completion, doubling the brand's social media following in under two years.

CarlByrd&Co / ByrdBarlage

New York, NY

Associate Creative Director

August 2007 - August 2012

Created and oversaw television commercials, videos, online media, and various print materials. Used strong project management skills to develop and organize complex shoots. Worked with external vendors to produce assets for television broadcast and online initiatives, helping increase campaign engagement by over 60%.

Clients: Macy's, 77kids, The Children's Place, Stride Rite, Gap, EchoDesign, the Cherokee Group

Home Shopping Network

New York, NY

Freelance Associate Creative Director

December 2008 - July 2009

Responsibilities include concept and construction of storyboards for television and internet commercials. Advise production and creative team on shooting and development of spots. *Client: HSN*

McCann Erickson

New York, NY

Senior Art Director

August 2006 - August 2007

Concepted and produced large shoots for broadcast as well as completed production of print campaign materials. *Client: Kohl's*

Peterson Milla Hooks

Minneapolis, MN

Art Director / Asst. Art Director / Production Designer

1999 - August 2006

Established the conceptual and stylistic direction of print and television ads, contributing to a 35% increase in campaign response rates. Selected staff and talent for each project and orchestrated assignments with production artists, photographers, illustrators, pre-press technicians, and printers. Assisted art directors and created complete layouts by constructing mechanicals, performing photo-retouching, managing digital assets, and preparing files for print. Instrumental in organizing and planning photoshoots. *Clients: Target and Mattel*

Aquent

Minneapolis, MN

Graphic Designer / Art Director

1998 - 1999

Assignments included layout and design of promotional and in-house materials, file management and pre-press production of four color domestic and international catalogs. *Clients: Target, Landscapes Structures, Cabela's and LA Loving*