



Eric Schwartz

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graphic / web / printer

PERSONAL PROFILE

I am a graphic/web designer looking to apply my creative and technical skills for an opportunity with growth and advancement. Handling many tasks is one of my major strengths. Jumping from being a designer, coder, programmer, to digital printer is one of my many assets to any company. I am a quick learner with the technical knowledge to teach others.

CAREER HISTORY

The Digital Marketing Shoppe - A Division of Mark Lithography | August 2009 - October 2009 | marklitho.com

Graphic Designer / Digital Printer

Created marketing materials and websites. Also filled in as digital printer when needed.

Responsibilities included: Email blasts, web design updates and Content Management, SEO, photo collaging/imaging and printing.

The Marketing Shoppe | October 2005 - August 2009 | themarketingshoppe.com

Art Director / Graphic Designer / Web Designer

Helped create graphic identities for medium to small businesses through marketing campaigns.

Responsibilities included: Creating logo's, direct mailers, catalogs, flyers, brochures, advertisements, business cards, buck slips, posters, etc. Designed over eight websites, used Search Engine Optimization with keywords, managed Content Management Systems and produced email blasts. I conversed with clients to produce the best designs possible. I also managed a Konica Minolta bizhub PRO C6500 and Epson Stylus Pro 7600 giving me digital printing experience.

Russ Berrie Inc. | February 2003 - September 2005 | russberrie.com

Graphic Artist

Developed graphic skills in real work environment.

Responsibilities included: Packaging, sketching, scanning, designing and revising product, headers and hang tags, printing, photography, and showroom help.

Toys "R" Us | June 2005 - July 2005 | ToysRUs.com

Graphic Artist - Temp

Developed signage for Toys "R" Us retail stores.

Responsibilities included: Designing signage in Illustrator and printing out digital proofs.

SKILLS

- Adobe Photoshop CS3, Adobe Illustrator CS3, Adobe InDesign CS3, QuarkXPress 8, Dreamweaver CS3, Flash CS3, Corel Painter 8, Joomla!, Microsoft Office, Suitcase Fusion 2, Adobe Acrobat and CuteFTP Mac.
- Skilled in producing any type of marketing material including stationery, advertisements, logos and personal direct mail.
- Web design from concept, design, to coding. Experience in Content Management Systems and Search Engine Optimization.
- Email Blasts
- Digital Printing
- Photo Retouching
- Search Engine Optimization

EDUCATION

William Paterson University | 1999 - 2005

Bachelor of Fine Arts in Graphic Design

Related Coursework: Web Design, Package Design, Computer Painting, Electronic Publishing, Photography, Illustration and Painting.