

Eric de Mel

GRAPHIC DESIGNER



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<https://www.hostwebstar.com/>

Objective: Highly creative and detail-oriented graphic designer, leveraging a Bachelor of Fine Arts degree from the University of Windsor to deliver visually compelling and effective design solutions. Seeking opportunities to utilize my artistic skills and technical expertise in a dynamic graphic design role.

Education: 2003 - 2007 University of Windsor Bachelor of Fine Arts (BFA)

Professional Experience:

Senior Graphic Designer XYZ Design Agency, Winnipeg, MB 2015 - Present

- Lead a team of designers in conceptualizing and executing design solutions for clients across industries including technology, fashion, and entertainment.
- Manage multiple projects simultaneously, ensuring deadlines and client expectations are met.
- Collaborate closely with clients to understand their design needs and provide creative recommendations.
- Develop branding materials, marketing collateral, packaging designs, and digital assets.
- Mentor junior designers, providing guidance and feedback to help them grow in their roles.

Graphic Designer ABC Marketing Solutions, Richmond Hill, ON 2010 - 2015

- Oversaw the design team and coordinated design projects from concept to completion.
- Worked closely with the marketing department to create visual assets for print and digital campaigns.
- Designed promotional materials such as brochures, flyers, posters, and advertisements.
- Conducted market research to stay informed about current design trends and best practices.
- Managed vendor relationships and negotiated pricing for printing and production services.

Junior Graphic Designer DEF Creative Studio, East Saint Paul, MB 2007 - 2010

- Assisted senior designers in the creation of design concepts and layouts.
- Produced digital and print materials including logos, business cards, and website graphics.
- Participated in client meetings to gather requirements and present design proposals.
- Maintained organized files and documentation to ensure efficient project management.
- Collaborated with team members to brainstorm ideas and solve design challenges.



ericdemel@outlook.com



4169702830



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Skills:

1. **Branding Projects:**

- Logo design
- Brand identity development
- Style guide creation
- Visual storytelling
- Market research and brand analysis

2. **Print Design:**

- Layout design
- Typography selection and hierarchy
- Color theory and color management
- Prepress and print production knowledge
- Attention to detail in print specifications and guidelines

3. **Digital Design:**

- Web design principles (UI/UX)
- Responsive design techniques
- Knowledge of design software for digital assets (e.g., Adobe XD, Sketch)
- Social media graphics creation
- Email design and coding (HTML/CSS)

4. **Illustration and Typography:**

- Illustration techniques (digital and traditional)
- Mastery of typography, including font pairing and hierarchy
- Hand-lettering skills
- Composition and layout in illustration and typography projects
- Vector graphics creation (e.g., Adobe Illustrator)

5. **Motion Graphics and Animation:**

- Motion design principles
- Proficiency in animation software (e.g., Adobe After Effects)
- Storyboarding and narrative development for motion projects



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- Kinetic typography and text animation
- Understanding of timing and pacing in animation

6. **Photography and Image Manipulation:**

- Photo editing software proficiency (e.g., Adobe Photoshop)
- Color correction and image enhancement techniques
- Retouching and compositing skills
- Understanding of lighting and composition in photography
- Image optimization for various platforms and formats

7. **Client Projects:**

- Project management and client communication
- Ability to understand and interpret client briefs
- Problem-solving and creative solutions tailored to client needs
- Time management and meeting project deadlines
- Presentation skills for pitching and discussing design concepts with clients

8. **Personal Projects:**

- Creative thinking and ideation
- Initiative and self-motivation to explore new ideas and techniques
- Flexibility and willingness to experiment with different styles and mediums
- Portfolio curation and presentation to showcase personal style and interests
- Collaboration skills when working on personal projects with others

9. **Process Work:**

- Sketching and wireframing for visualizing design concepts
- Mockup creation for presenting design ideas to clients or team members
- Prototyping and iteration to refine designs based on feedback
- Documentation of design processes and decisions for reference
- Critical thinking and problem-solving throughout the design process

