



ERIC PEIFER

GRAPHIC DESIGNER \ ILLUSTRATOR

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Experience

August 2018 - Current

Graphic Designer | L&H Companies

- Create drawings and concepts for all of a clients art and design related needs, including managing multi million dollar projects, which range from branding, signage, marketing and promotional products to anything else the client may require.
- Work in tandem with the Marketing department to maintain and upgrade all in-house marketing by creating new materials with a consistent yet fresh new look. (Ex. brochures, trade show booths, social media, etc.)
- Create Illustrations for proposals and presentations.
- Design custom icons and medical info graphics.
- Create drawings and concepts for health department signage. I've upgraded the processes and templates used for new and repeat orders, greatly increasing order accuracy and the speed of delivery to the client.

February 2015 - August 2018

Graphic Designer | A-Z Advertising Inc.

- Illustrate vector art and create designs for T-shirts and Promotional materials for hundreds of different clients both large and small.
- Create and maintain company store websites and order forms.
- Handle all internal A-Z marketing materials and social media.
- I have updated the look of all promotions to create consistent branding and modernization. (Ex. new: clothing vectors for proofs, proof sheets, spec sheets, price sheets, order forms, and more)
- Organized and maintain a large server of all customer art files.

July 2014 - August 2018

Graphic Designer | Engle Printing And Publishing

- Create and edit new/old advertisements for weekly newspapers.
- Often requires photo editing and manipulation.
- Required management of photo database.
- Must adhere to tight deadlines and strict specifications for print.

Freelance Graphic Designer | Eric Peifer Design

- Handle all aspects of clients creative needs for any medium.
- Design: logos, business cards, invitations, posters, ads, illustrations, flyers, catalogs, promotional items, etc.

2010 - May 2014

Imprint Graphic Artist | The Jay Group

- Created/set up art and printed items on demand via Direct to Garment Printing, Die Sublimation, and Printing.
- Designed and developed creative marketing materials for in house and client needs.
- Also performed photography, and photo editing for web and print.
- Took over the department acquired in a merger and streamlined the process to complete orders.

2010

Graphic Designer | Kiwi Marketing Group

- Provided marketing team with creative graphic design for clients.
- Designed: custom twitter backgrounds, logos, advertisements, and performed photo corrections.

Skills



Illustration



Digital Illustration



Graphic Design



Web Design

Photoshop CC



Illustrator CC



Indesign CC



Dreamweaver CC



Office



Flash CC



HTML/CSS



Currently Studying

Illustration



Education

Rochester Institute of Technology
Bachelor New Media Design
2004-2005

Transferred

Elizabethtown College
Bachelor Of Fine Art - Studio Art
2005-2009

Graduated

Art Institute of Pittsburgh - Online
Bachelor Video Game Art and Design
2009-2012
Kappa Pi Honor Society