

# ERICA MERCER

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**845.337.2635**

## SKILLS

Typography  
Layout  
Illustration  
Branding  
UX/UI  
Photo Retouching

## PROGRAMS

Adobe InDesign  
Adobe Illustrator  
Adobe Photoshop  
Basic HTML  
Basic CSS  
Sketch  
Figma  
Procreate

## EDUCATION

### **USER EXPERIENCE DESIGN ON DEMAND**

*General Assembly*  
July 2020

### **BACHELORS OF FINE ARTS + GRAPHIC DESIGN**

*State University of New York at New Paltz*  
New Paltz, New York  
May 2015

### **ASSOCIATES IN APPLIED SCIENCE + COMMERCIAL ART**

*Dutchess Community College*  
Poughkeepsie, New York  
January 2012

## EXPERIENCE

### **GRAPHIC DESIGNER**

Jacob Burns Film Center | 01/2016–06/2020

- + Create printed marketing materials such as postcards, flyers, posters, brochures and program guides
- + Assist the Development Department with special events including donor receptions and an annual Gala by designing logotypes, invitations, menus, tickets, placecards, floral centerpieces, and gift tags
- + Create logotypes and branding materials for various programs within the organization
- + Develop digital slides and a weekly schedule to promote film releases, special events and promotions
- + Create graphics for use on various social media platforms and e-mail marketing campaigns

### **JUNIOR GRAPHIC DESIGNER**

Agera Energy | 07/2015–11/2015

- + Assist the Brand Manager in creation of marketing materials including rack cards, sales slicks, business cards, and promotional products
- + Design and deploy internal and external marketing campaigns using Mail Chimp
- + Assist Brand Manager in creation of Brand Assets including typography, layout and color system
- + Create and deploy social media graphics

### **GRAPHIC DESIGNER**

Mark and Phil | 05/2014–07/2015

- + Design landing pages and web sites
- + Create wireframes and user interfaces kits