Re | Sr. Communications Designer

Healthcare is hard. Sutter's goals to make healthcare human-centered, and affordable are incredibly noble. Pilot programs such as the birth story card, de-stress zones, and tech partnering show the heartfelt approach to realize these goals.

Back in my newsroom days, I solved many design and production problems. I was lucky to be exposed daily to a shared moment of elation. The lighting of the "On-Air" sign. The rush to meet nightly deadlines is over, tensions diffuse, the atmosphere changes. Editors and producers, previously screaming across rooms at each other, were now best of mates, joking and laughing. It was in that atmosphere where ideas would spark. "What could have gone better today?" If you found a way to save five minutes, that was great. Ten and you were a hero. It was a natural form of Kaizen.

Recently, working with the CPMC Transition Team, I realized how much I miss that collaborative and driven environment: talking to front line nurses, brainstorming with colleagues and designing to deliver information effectively.

On a team with many different skill sets working towards a common, noble goal is exactly where I want to be. And that is why I want to be Sutter Health Design & Innovation's Senior Communications Designer.

Eric Gross

ericgrossdesign.com

[It's refreshing how many problems can be solved with pixels and pantones.]

Eric Gross

ericgrossdesign.com

eric@ericgrossdesign.com
510 289 8906

Photoshop
Illustrator
InDesign
After Effects
Premiere
Cinema 4D
Google Analytics
Wordpress
HTML, CSS
Python, C++
GitHub
Asana
Slack

Sutter Health CPMC
Communications Designer San Francisco | 05.13 -
Design print and digital for the CPMC's Communications Team. Created annual reports, brochures, social media, power points, digital displays, and interactive PDFs.
Key Projects: VNC/MBC Transition, HCAHP Scorecards, CEO Townhall Presentations, Adoption of EPIC EHR

EricGrossDesign.com
Freelance Design and Marketing Oakland, CA | 11.12 -

KTVU Channel 2 News - Cox Broadcasting
Art Director San Francisco, CA | 03/10 - 11/12
Oversaw major redesign of KTVU's Studio and News Graphics, while reducing a critical kpi: time-to-air. Art directed video productions in studio and in the field. Worked with directors, photographers, video editors, and producers.

Sr. Designer San Francisco, CA | 12/05 - 03/10
Created high definition animations for marketing, investigative news and large-scale event productions.

Chattahoochee Tech. Institute
Instructor Atlanta, GA | 04/02 - 09/02
Taught Adobe Photoshop & Illustrator classes.

WSB-TV - Cox Broadcasting
WSB-TV Atlanta, GA | 01/00 - 12/05
Created animations and graphics for Atlanta's No. 1 newscast.

Bachelor of Science - Visual Arts
State University of New York New Paltz | 09/93 - 05/97

SailAlameda.org
Website Redesign Sailing Non-profit | 02/17
Created a beautiful website for a great cause. Easier to use backend allowed volunteers to focus on content. Improved marketing, social media, and learned Google Analytics.
Results: New Users +46%. Increased registrations from 148 to 298 (275% revenue increase).

Screensaver Automation
Python Sutter Health CPMC | 12/18
Wrote a python program to schedule and automate the messages displayed on CPMC's screensavers. Learned Node-based Linked Lists and archiving via JSON.

HomeCook
C++ CodeCademy CPP Challenge | 03/19
Used C++ while improving my chef and coding skills. Learned multi-dimensional vectors, Github and Peer-Coding.
Results: I now know what I'm making for dinner, and it's going to be delicious.