

Re | Sr. Communications Designer

Healthcare is hard. Sutter's goals to make healthcare both human-centered and affordable are incredibly noble. The Design & Innovation's pilot programs such as the birth story card, stress relief for staff, and forward thinking partnerships show the heartfelt approach that will make these goals realized.

In my newsroom days, I was "lucky" to be exposed on a daily basis to a particular shared moment of elation: At 5pm the "On-Air" sign lights up. The rush to meet nightly deadlines ends. Tensions melt. The atmosphere changes. Editors and producers, previously screaming across the room at each other, are now the best of mates—joking, laughing, watching their work unfold on live television. It was at this moment that ideas sparked.

In the interest of resolving design and production problems, I would ask the team, "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 while working with the CPMC Transition Team, I found a degree of that collaboration and driven urgency. By talking to front line nurses and brainstorming we quickly iterated and delivered well-designed information. And more importantly, I realized how much I missed that team spirit.

That is exactly where I want to be: on a team with many different skills, working toward a common, noble goal. To that end, I offer my creativity, high-energy and problem-solving skills to Sutter Health's Design & Innovation team as your Senior Communications Designer.

**Eric
Gross**

ericgrossdesign.com

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

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

Sutter Health CPMC

Communications Designer San Francisco | 05.2013 -

Design print and digital for CPMC's Communications Team. Created annual reports, brochures, social media, power points, digital displays, and interactive PDFs.

Key Projects: VNC/MBC Transition Guides, HCAHP Scorecards, CEO Presentations, Adoption of EPIC EHR

EricGrossDesign.com

Freelance Design and Marketing Oakland, CA | 11.2012 -

KTVU Channel 2 News - Cox Broadcasting

Art Director San Francisco, CA | 03.2010 - 11.2012

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 | 12.2005 - 03.2010

Created high definition animations for marketing, investigative news and large-scale event productions.

Chattahoochee Tech. Institute

Instructor Atlanta, GA | 04.2002 - 09.2002

Taught Adobe Photoshop & Illustrator classes.

WSB-TV - Cox Broadcasting

WSB-TV Atlanta, GA | 01.2000 - 12.2005

Created animations and graphics for Atlanta's No. 1 newscast.

Bachelor of Science - Visual Arts

State University of New York New Paltz | 09.1993 - 05.1997

SailAlameda.org

Website Redesign Sailing Non-profit | 02.2017

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 | 12.2018

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 | 03.2019

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. Oh, and we won 1st place!