

# James (Eric) Todd

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Hard-working, driven college senior with experience in branding, UI and UX, marketing, and much more in the digital media realm.

## Education

**Senior - NC State University**  
Business Administration Major -  
IT concentration  
Arts Entrepreneurship Minor  
GPA: 3.56 - Dean's List 5 Semesters

## Statistics

**\$25,000+** of branded Icepack  
hockey merchandise sold in the  
2019-20 season

Over **\$6,200** of freelance work  
contracted in 2020

**5+ years** of experience working  
with the Adobe Suite

## Accolades

**Second Place - T-Shirt Design**  
SkillsUSA 2017 National Conference

**First Place - T-Shirt Design**  
SkillsUSA 2017 State Conference NC

**First Place - T-Shirt Contest**  
Middle Creek High School SkillsUSA

**First Place - Interactive App and  
Game Design**  
Middle Creek High School SkillsUSA

## Computer Skills

Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Adobe XD  
Figma  
InVision  
ProtoPie  
Adobe Premiere Pro  
Adobe After Effects

## Professional Experience

### Intern

#### Pack Creative - Raleigh, NC

August 2020 - present

- Responsible for completing graphic design projects for the athletic department for NC State
- Working remotely receiving projects from bosses and completing them quickly

### Sole Proprietor - Freelancer

#### Eric Todd Creative (erictoddcreative.com)

May 2019 - present

- Freelance graphic design, specializing in UI, UX and brand design/strategy
- Operate personal website and social media to capture new clients
- Manage existing clients and assist with the growth of their brand

### Head of Social Media

#### Icepack Hockey - Raleigh, NC

May 2018 - present

- Create brand, brand guidelines, and website for NC State's club hockey team
- Post promotional materials to social media for games
- Increased average Instagram likes by 86% from 2017-18 to 2018-19 season
- Conduct photoshoots to gather assets to use in marketing

### Marketing Assistant - Graphic Designer

#### NCSU Wellness and Recreation - Raleigh, NC

January 2018 - February 2020

- Create digital and print marketing materials for Wellness and Recreation events
- Communicate with clients to determine project objectives
- 12 hours a week during school semesters, 16+ hours a week over each Summer

## Extracurricular Activities

### Team Captain

#### Icepack Hockey

May 2020 - present

- Team captain of the NC State club hockey team for the 2020-21 season
- Started playing on the team in 2017

### UI/UX Designer - Feed the Pack Project

#### Tech@NCState

January 2020 - May 2020

- UI and UX designer for the club Tech@NCState's semester project
- Design web application for the NC State food shelter
- Help Tech@NCState team develop the website based on mock-up created

### Lead UI and UX Designer

#### Drively App (Unreleased)

August 2020

- Responsible for coming up with the UI and UX design for the mobile app, leading two other designers in working on the matching web app