

# James (Eric) Todd

erictoddcreative.com | erictoddcreative@gmail.com | (919) 800-9617



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  
Psychology Minor

## 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

**3-Time Back to Back ACCHL  
Champion**  
Icepack Hockey

## Computer Skills

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

## Professional Experience

### Graphic Designer

#### Carolina Hurricanes - Raleigh, NC

October 2021 - present

- Part time graphic designer for the Carolina Hurricanes (28 hours/wk)
- Majorly work with social media team on digital graphics, occasional print projects for facilities or community outreach departments

### Design Intern

#### Dreamten/GiveForms - Raleigh, NC

October 2021 - present

- 10 - 12 hours/wk working on various projects ranging from product design to marketing to client management
- First dedicated employee at GiveForms (Dreamten's offshoot company), responsible for advancement of the company in all different aspects

### 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

### 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

## Extracurricular Activities

### Team Captain

#### Icepack Hockey

May 2020 - present

- Team captain of the NC State club hockey team for the 20-21 and 21-22 seasons
- 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