

Eric Markus

Graphic Designer

www.ericmark.us | eric.rmarkus@gmail.com

Experience:

Gallery Assistant, Pomegranate Gallery | 9/2022 – 3/2023, New York, NY

- Designed innovative publications for the gallery including collections for the artist's work
- Created typographic and layout solutions to best display gallery content
- Wrote outgoing gallery communications to correspond with donors, artists, and curators
- Photographed artwork, edited photography, and filed assets into artist's database
- Organized events to raise funds and connect with community members; Responsibilities included designing mailers, managing communications, and overseeing donation collection

Freelance Graphic Designer, Blair Academy | 7/2021 – 5/2022, Blairstown, NJ

- Produced branded collateral including brochures, fundraising materials, and email campaigns
- Adhered to marketing objectives and brand guidelines to establish a consistent look
- Worked with fundraising team to understand campaign goals and develop effective messaging
- Filmed and edited promotional video highlighting school activities, curriculum and programs

Graphic Designer, Boston University Libraries | 9/2019 – 5/2020, Boston, MA

- Created social media content, digital assets, and signage to raise awareness for mental health
- Curated content that would resonate with and positively impact the target audience
- Developed a consistent look and feel across mediums to ensure cohesive messaging

Freelance Graphic Designer, The Ackerman Institute | 9/2018 – 3/2019, New York, NY

- Worked with the Digital Creative team to best understand their mission and graphic needs
- Created digital assets to promote inclusivity among gender expansive adolescents

Graphic Design Intern, The Jewish Museum | 5/2018 – 9/2018, New York, NY

- Pitched new brand guidelines to the marketing team, including the Museum Art Director
- Developed a cohesive brand book that covered graphic treatments including typography, iconography, templates, digital assets, and usage guidelines
- Implemented new brand guidelines to ensure a consistent brand identity across departments
- Created and edited on-brand web ads, brochures, and fundraising materials

Graphic Design Intern, New York Botanical Garden | 5/2017 – 9/2017, New York, NY

- Created various brand assets including signage, children's programs, and social media content
- Aligned creative concepts with NYBG branding in an innovative way to garner visitor attention

Education:

Bachelor of Fine Arts in Graphic Design, Minor in Art History | Boston University, 3.7 GPA

Skills:

Adobe Premiere, Adobe InDesign, Adobe Photoshop, Adobe Illustrator, HTML/CSS, Microsoft Office Products, Google Suite, File Management