



**ERIKA WETZL**  
GRAPHIC/WEB DESIGNER



4055 W 60th Street, Los Angeles, CA 90043



erika@wetzl.design.com



310-383-4531



wetzl.design.com

**Passionate, energetic, and results-oriented Graphic/Web Designer with several years experience developing innovative websites, branding, and other graphic design solutions. Clients include W Hotel, Boeing and UCLA.**

#### QUALIFICATION HIGHLIGHTS

Exceptional aesthetic sense and attention to detail.

Strong problem-solving and analytical skills.

Excellent communication and interpersonal skills.

Ability to work under pressure on multiple projects simultaneously and meet tight deadlines.

Proficient in InDesign, Photoshop, Illustrator, Sketch, WordPress, Photography, Dreamweaver, and Microsoft Word.

Knowledgeable in XHTML, CSS, and Digital Best Practices.

#### PROFESSIONAL EXPERIENCE

##### **Macy + Associates, Playa del Rey, CA**

*Graphic/Web Designer, 2010 – present*

- Crafted design solutions for real estate clients producing web and print materials.
- As the agency's key designer, I drove the creative direction for the agency's top tier clients.

##### **JWT Inside, Santa Monica, CA**

*Graphic Designer/Production Artist, 2002 – 2009*

- Designed marketing materials for high profile accounts such as Boeing, Children's Hospital, UCLA, and Providence Healthcare.
- Oversaw the development and production of large POP projects.

##### **Freelance**

*Graphic Designer, 2002*

- Developed creative solutions for various brand identity and corporate brochure projects.

##### **Sony Music, Santa Monica, CA**

*Graphic Designer Intern, 2001*

- Conceptualized and developed various marketing projects for major recording artists such as System of a Down and Michael Jackson.
- Worked in tandem with the Art Director, designing innovative album covers.

##### **Santa Monica College**

*Freelance Graphic Designer & Staff Photographer, 1999 – 2000*

- Successfully developed various design projects for The Corsair, the Santa Monica College Newspaper.
- Consistently met shooting and editing deadlines.

##### **Obljubech Ricci & Benedetti, Padua, Italy**

*Art Director Assistant, 1996 – 1999*

- Produced brochures, corporate identities, collateral marketing materials and advertising campaigns for the European cosmetic industry.

#### EDUCATION

##### **Pasadena Art Center College of Design**

Completed several graphic design, typography and art direction classes

##### **Santa Monica College, CA**

Graphic design certificate

##### **Centro Studi Andrea Palladio School of Design, Verona, Italy**

Graphic design degree (BFA)