



ERIKA WETZL
GRAPHIC/WEB DESIGNER

📍 Los Angeles, CA

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GRAPHIC/WEB DESIGN & BRANDING SPECIALIST

*Corporate Branding, Graphic Design, Logo Design,
Web Design, Advertising, POP Design*

EDUCATION

BFA, Graphic Design, Centro Studi Andrea
Palladio School of Design, Verona, Italy

Completed a variety of Graphic Design,
Typography and Art Direction courses, Pasadena
Art Center College of Design, Pasadena, CA

Graphic Design Certificate, Santa Monica College, CA

TECHNOLOGIES

InDesign, Photoshop, Illustrator, Sketch, WordPress,
Photography, Dreamweaver, Microsoft Office,
knowledgeable in XHTML, CSS,
and Digital Best Practices

INDUSTRIES

Real Estate, Aerospace, Healthcare, Cosmetics

WORK HISTORY

Graphic/Web Designer | 2010 to present
Macy + Associates, Playa del Rey, CA

- Crafted visually elegant design solutions, producing compelling web designs, print materials and corporate branding for a roster of 20 real estate clients.
- Designed and managed programmers for the W Hotel & Residences website. Developed print, online, and outdoor ad campaigns that increased traffic to the property sales center. This project had an estimated PR value of \$20 million.

Graphic Designer/Production Artist | 2002-2009
JWT Inside, Santa Monica, CA

- Designed marketing materials to recruit new talents for high profile accounts such as Boeing, Children's Hospital, UCLA, and Providence Healthcare.
- Newly designed advertising campaign for UCLA increased job applications up to 60,000 per year.
- Created engaging campaign concepts while maintaining brand identity.
- Oversaw the design development and production of large POP projects and ad campaigns.
- Produced over 15 different ad campaigns concurrently with same day deadlines.

Freelance Graphic Designer | 2002-2002
Various Clients, Santa Monica, CA

- Have developed over 30 creative solutions, brand identity and corporate brochure projects for a variety of clients.

Graphic Designer Intern | 2001-2001
Sony Music Entertainment, Santa Monica, CA

- Conceptualized and developed various marketing efforts for major recording artists such as System of a Down and Michael Jackson, which resulted in over 25 million combined sales.
- Worked in a team environment, collaborating with Art Directors, Production Artists and Copywriters.

**Freelance Graphic Designer &
Staff Photographer | 1999-2000**
Santa Monica College, Santa Monica, CA

- Successfully completed various design projects with tight 48-hour deadlines for The Corsair newspaper.
- Utilized my passion for photography and retouching ability to deliver engaging photographs for the newspaper articles.

Art Director Assistant | 1996-1999
Obljubech Ricci & Benedetti, Padua, Italy

- Produced brochures, corporate identities, collateral marketing materials and advertising campaigns for Patricia Milton, an Italian cosmetic brand increasing sales by over 20%.