




**ERIKA WETZL**  
GRAPHIC & WEB DESIGNER

 Los Angeles, CA

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 wetzl.design

## GRAPHIC, WEB DESIGN & BRANDING SPECIALIST

*Corporate Branding, Graphic Design, Logo Design,  
Web Design, Advertising, Environmental Applications*

### EDUCATION

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

Graphic Design Certificate, Santa Monica College, CA

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

### TECHNOLOGIES

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

### INDUSTRIES

Real Estate, Aerospace, Healthcare, Cosmetics

## WORK HISTORY

**Senior Graphic & Web Designer | 2010-2021**  
*Macy + Associates, Playa del Rey, CA*

- Crafted visually elegant design solutions, producing compelling web designs, print materials, environmental graphics 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, combined with an integrated PR effort, which value had an estimated \$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 Health, and Providence Healthcare.
- Newly designed advertising campaign for UCLA Health 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*

- 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*

- 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%.