



ERIKA WETZL
GRAPHIC & WEB DESIGNER

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GRAPHIC, WEB DESIGN & BRANDING SPECIALIST

*Corporate Branding, Graphic Design, Logo Design,
Digital & Print Design, Advertising*

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.
Interested in sports marketing

WORK HISTORY

Contract Senior Graphic Designer | 2021-Present
City of Hope, Duarte, CA

- Designed internal communication for 29 different departments across diverse media including: eblasts, social media, fund raising invitations, and printed material adhering to tight deadlines and brand guidelines.
- Remotely collaborate on a multi-stakeholder team of 17 people while managing the workflow of assigned projects using the Salesforce platform.
- Managed relationships with 15 internal clients during project workflow.

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.