




**ERIKA WETZL**  
GRAPHIC & WEB DESIGNER

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## GRAPHIC, WEB DESIGN & BRANDING SPECIALIST

*Graphic Design, Logo Design, Advertising  
Digital & Print Design, Web Design, Brand Design*

### EDUCATION

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

Graphic Design Certificate, Santa Monica College, CA

Completed several classes in Graphic Design  
Typography and Art Direction, Pasadena Art Center  
College of Design, Pasadena, CA

### TECHNOLOGIES

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

### INDUSTRIES

Real Estate, Aerospace, Healthcare and Music

## WORK HISTORY

**Contract Senior Graphic Designer | 2021-2023**  
*City of Hope, Duarte, CA*

- Created internal communication for 29 diverse departments utilizing various media (eblasts, social media, print) while meeting tight deadlines and adhering to brand guidelines.
- 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, created a \$12M marketing campaign in print, online, and outdoor ads increasing traffic to the sales center.

**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.

- Designed the advertising campaign for UCLA that led to a rise in job applications by 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.