



ERIKA WETZL
GRAPHIC DESIGNER



Los Angeles, CA



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wetzldesign.com

GRAPHIC, WEB DESIGN & BRANDING SPECIALIST

**Graphic Design, Logo Design, Advertising,
Print & Digital Design, Web Design,
Social Media Graphics**

EDUCATION

Graphic Design Program

Art Center College of Design,
Pasadena, CA

BFA, Graphic Design

Centro Studi Andrea Palladio School of Design,
Verona, Italy

Graphic Design Certificate

Santa Monica College, CA

TECHNOLOGIES

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

INDUSTRIES

Music, Real Estate, Aerospace and Healthcare

WORK HISTORY

Contract Senior Graphic Designer | 2021 - 2023

City of Hope, Duarte, CA

- Designed visual assets for e-blasts, social media, and print collateral to support internal messaging across 29 hospital departments, enhancing staff and patient engagement while maintaining brand consistency.
- 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 clients.
- Designed and launched the new W Hotel & Residences website, managing programmers throughout development. Developed and executed a \$12M marketing campaign across print, online, and outdoor media, resulting in increased 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.

ADDITIONAL EXPERIENCE

Senior Sales Specialist | 2024 - Present

REI, Marina del Rey, CA

- Applied design expertise to enhance visual merchandising, boosting customer engagement and converting over store goals by 50%.
- Provided expert product knowledge, trained 5+ new team members, and delivered excellent service, contributing to a consistently positive customer experience.