



# GRAPHIC DESIGNER

**ERICK  
JACKSON**

**678-534-1198**

**dragonzord05@hotmail.com**

**www.dragonzordmaximize.com**

**Problems**

**Create 18%**

**Solve 82%**

## **PROFESSIONAL EXPERIENCE**

### **YP (Yellow Pages),**

**12/14-6/16**

Digital Operations (websites) / Direct Marketing Designer (postcard mail outs)

- Create designs for online advertising such as Flash and static banners, websites, and other graphics for National and Local clients using commercial and proprietary software in a fast-paced environment
- Use designer discretion to incorporate the client's name, logo and color scheme to create compelling advertising within a fast cycle time
- Design and update files for numerous clients' Direct Mail print projects
- Successfully navigated design files handled by other designers

### **Sapient Nitro,**

**10/13-10/14**

Visual Designer

- Create, revise, and assemble graphics for apps and online products based on direction given from Art Director and Project Manager
- Utilize color and composition to create graphics that guide the user experience
- Collaborate with User Interface personnel, Art Director and Developers to construct a functional user flow and interface to meet product objectives
- Participant in projects to provide revised graphics for national clients like: Home Depot, Verizon, Michaels, Ganassi Racing, AT&T, ADT and MasterCard
- Assist new business managers with PowerPoint presentation visual elements

### **AutoTrader.com,**

**07/12-07/13**

Digital Media Designer

- Create, revise, and assemble graphics for online advertising products based on customer specifications in Flash and Photoshop
- Drive new customers to local and small car dealerships
- Build relationships across teams and departments to improve production process
- Provide subject matter expert training and share knowledge as needed
- Proactively identify potential design problems or areas in need of improvement and recommend solutions

### **Fulton Co. Government; Office of Communications,**

**09/09-12/11**

Interactive Communications Specialist

- Art Direction and Production of media for various departments to improve awareness of Fulton Co. services and programs
- Consulted with PAOs (Public Affairs Officers) and Department personnel to define their message and determine their graphic needs



- Notable Projects: Clerk to the Board of Commissioners Annual Report, One Fulton Campaign material, Fulton County employee newsletter Inside Fulton, Fulton County e-alert banners
- Utilized Photoshop, Illustrator and InDesign

**SDS International,**  
Multimedia Artist

08/05-07/07

- Lead artist responsible for creation of all visual media (static and animated)
- Worked with managers, developers and Subject Matter Experts (SMEs) to achieve project goals of Department of Defense contracts
- Used Flash, ActionScript and Photoshop to design interactive scenarios for online courses to educate military personnel on new equipment
- Organized assets library to allow for quicker design turnaround

**Radiant Systems,**  
Multimedia Artist

09/96-02/99

- Art direction and design for domestic and international client base
- Used Photoshop to design User Interfaces and Flash for animations for Point of Sale products
- Teamed with other artists to improve production values

**Freelance Experience**

Emory School of Public Health, Art Director/Web Designer

02/09

- Coordinated with Associate Director to improve design and layout of CFAR website
- Used GUI design practices, Typography and navigation architecture to improve user experience
- Used Photoshop, Dreamweaver, HTML and CSS

Dealership University, Graphic Artist/Video Production Specialist

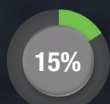
06/08

- Composited and edited training videos to attract Sales Representatives to online courses
- Converted and published training videos in Flash
- Maintained company website using Dreamweaver
- Created & maintained in-House e-learning Courses in Flash & Lectora

CDC Games, Art Director/Web Designer

01/08

- Created multiple ad banners for Online-RPG Lunia in Flash
- Worked with Marketing Director to determine target audience
- Attracted 240,000 new users in 90 days
- Used Flash for animation, motion graphics, design and production
- Quality Assurance and testing



**3D Studio Max**



**After Effects**



**Dreamweaver**



**Flash**



**Illustrator**



**InDesign**



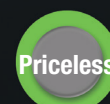
**Photoshop**



**Premiere**



**Imagination**



**Sense of Humor**