

CS3 MACROMEDIA FLASH ADOBE PAGE MAKER ACROBAT QUARK XPRESS PHOTOGRAPHY IMAGE RETOUCHING SOUND FORGE  
 POWER POINT PREFLIGHT PRO ADAPTEC TOAST KNOWLEDGE OF HTML PAINTING DRAWING SET DESIGN COSTUME DESIGN

## OBJECTIVE

TO WORK CREATIVELY AND EFFECTIVELY IN A DEADLINE-ORIENTED ENVIRONMENT. ABLE TO WORK WITH TEAM MEMBERS AND MANAGE PROJECTS FROM CONCEPTION, THROUGH DESIGN AND PRODUCTION, INCLUDING THE ABILITY TO EFFECTIVELY INTERACT WITH CLIENTS, AGENCIES AND PRINTERS.

## EXPERIENCE

### **SOLID Design Studio, Portland, OR.** **Creative Director 5/02 - present**

SOLID design group is a freelance brand agency that builds solid identities and unifies corporate communications.

- Meet with prospective clients to learn about their company and design a brand that will cause contagious enthusiasm
  - Build a rebranding package for the client
  - Developed company ID with letterhead, business cards and envelopes
  - Design the Web site and all web advertising
- |                     |                          |
|---------------------|--------------------------|
| slacker.....        | www.slacker.com          |
| iriver.....         | www.iriverameric.com     |
| akimbo.....         | www.akimbo.com           |
| magnumwerks....     | www.magnumwerks.com      |
| loudmouth.....      | www.loudmouthemp.com     |
| active auto body... | www.activeabi.com        |
| toyota              | subaru                   |
| allstate            | chesterfields            |
| jopa restaurant     | beaverton farmers market |
| besaws              | basic rights oregon      |
| silk                | bishops                  |

### **SONICblue, Portland, OR.** **Creative Director 6/01 - 5/02**

SONICblue Incorporated has emerged as a leader in the converging Internet, digital media, entertainment and consumer electronics markets. Product brands including: Rio, ReplayTV, Go-Video, ProGear and Diamond Multimedia.

- Created a corporate brand that is applied to all brands under SONICblue's umbrella
- Developed corporate ID with letterhead, business cards and envelopes
- Designed collateral, packaging, rebates and POP to keep brand consistency
- Produced packaging and sales materials for global markets
- Worked with tradeshow agency to create the SONICblue CES booth
- Branded the Web site, E-mail blasts and all web advertising
- Worked with design groups to have consistency on all sub brands

### **Rio Digital Audio, Portland, OR.** **Senior Designer 7/00 - 6/01**

Rio pioneered portable digital audio technology in 1998. Since then, Rio has turned into the world's number one brand of digital audio players.

- Worked with Chiat Day and Three 8 in San Francisco to brand and launch the I'M LISTENING campaign
- Designed collateral, packaging, rebates and POP to keep brand consistency
- Gained experience with thermoforms and blister pack packaging
- Developed company ID with letterhead, business cards and envelopes
- Branded the Web site, E-mail blasts and all Web advertising
- Developed a style guide for product photography
- Developed strong relationships with printers, product photographers and product ID firms

### **National Management Services, Portland, OR.** **Graphic Designer 9/98 - 6/00**

National Management Services was an agency that placed and managed ads in publications for large nationwide companies.

- Digital layout in Quark, Illustrator and Photoshop
- Organized file system for over three hundred accounts
- Development of camera-ready artwork
- Resizing ads sent from agencies to be placed in trade magazines, newspapers and local publications

## ERIC SELLERS

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## REFERENCES

Available upon request