



Erin Taylor


GRAPHIC DESIGNER


Passionate graphic designer, with knowledge in marketing collateral. Proficient in Adobe InDesign, Photoshop and Illustrator as well as the AI program Midjourney. Accomplished in preparing files for press and designing marketing artwork for print. I am goal orientated and deadline-driven, a clear communicator and a collaborative team player, who loves to learn new things everyday.


Expert Skills

Adobe InDesign	Midjourney	Word
Adobe Photoshop	Chat GPT	Excel
Adobe Illustrator	Gemini	PowerPoint
Adobe Lightroom		

Contact

 portfolio: etdesigns.biz

 614-394-3899

 7753 Powers Ridge Dr.
Blacklick, OH 43004

Education

OHIO UNIVERSITY

Ohio University
Athens, Oh
BS Environmental
Geography

BRADFORD

Columbus, Oh
Graphic Design

Work Experience

FREELANCE GRAPHIC DESIGN

etdesigns614 | 2004-Present

- **HMT Associates** - Created banner ads for Tropicana, Naked Juice, Nintendo/Nabisco and Stonyfield to be shown on Walmart, Amazon Kroger and Whole Foods website
- **Hank Kabel Sarcoma Foundation** - Created business cards, yard signs, banners, flyers, Christmas cards, trading cards and brochures for use of advertisement
- **Hank Kabel Pet Sitting** - Utilize Midjourney AI to create content
- **AI Fashion** - Utilized Midjourney to create fashion designs for contests
- **Shine On chiropractic** - Logo and business card design

Work Experience

PRODUCTION ARTIST

American Signature Furniture | 2018-2024

Production Artist that uses knowledge of printing to set up and send files to printers. Also takes on other roles of a junior retoucher, junior designer and trainer of Workfront

- Set up files for print of Look Book, POS, print ads and circulars
- Design POS, print ads and ads for events
- Redesigned ROPs to fit specs given for papers of other nationalities
- Used my knowledge of Photoshop to help retouchers with pathing, masking and light retouching of furniture.
- Went on press for Look Book and circular to approve color
- Kept a good working relationship with all vendors
- Set up circular template and filled in information provided by merchants
- Help the e-comm and social media team with over flow work, designing organic and paid ads

LEAD DIGITAL PRESS OPERATOR

Advance Printing and Graphics | 2014-2018

Lead Digital Press Operator used knowledge of printing to print jobs such as books, brochures, business cards, posters, invitations etc

- Running up to six printers simultaneously to ensure that deadlines are met
- Able to help in other departments by binding and coiling books, using the booklet maker, the scoring machine, letter folder and cutter.
- Evaluated the importance of all jobs to ensure they are to the production department in a timely manner
- Kept the lines of communications open so that jobs get done accurately and correctly the first time
- Able to color correct to match customers specifications of job
- Checking for quality in the work that is produced
- Run my own department, but able to delegate responsibilities when needed

LEAD GRAPHIC DESIGNER

Minuteman Press | 2014-2014

Lead Graphic Designer that used design knowledge to set up artwork for business cards, brochures, signs, flyers, postcards and other marketing print pieces.

- Used graphic design skills to create business cards, postcards, signs, brochures, booklets, flyers and other promotional products for many local clients
- Learned how to use commercial printers
- Adapted to change and learned quickly by teaching myself how to use mail merges in InDesign and Word to create mailings for customers
- Data entry for Border Energy
- Proving my capabilities as a manager by running the shop for a week when the owner was out of town.

GRAPHIC DESIGNER

Top USA | 2006-2012

Graphic Designer that used knowledge of design and typography to design and recreate logos for promotional products for companies.

- Reversed traditionally unsatisfied customer by enhancing communication with sales to secure design preferences & ultimately saved the account with uniquely creative products.
- Saved company money by negotiating deal with supplier for cutting needles that we used for our printers.
- Created an aesthetically pleasing logo for a customer by using graphic skills to revamp it. The customer is now happy with it and is using it going forward.
- Took over the order part of the department to get orders out in a timely manner, when the lead designer was out on extended leave.
- Recreated logos that were low dpi for print for promotional products

Certifications

MIT Cambridge, MA
Gen AI and Digital Transformation

Vanderbilt University Nashville, TN
Prompt Engineering for ChatGPT

Google AI Essentials