

Eric Markus

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Summary

Skilled Graphic Designer with expertise in Adobe Creative Suite, UX/UI design, branding, and responsive web design. Proven track record in creating digital and print assets, social media content, and email marketing materials. Experienced in typography, layout design, and video editing, collaborating with marketing and communications teams to enhance brand visibility and engagement.

Education

Boston University

Boston, MA

Bachelor of Fine Arts in Graphic Design, Minor in Art History, 3.7 GPA

May 2020

Charles River Scholar, Deans List 4 Years with Special Distinction, Allowed to Enroll in Graduate Courses

Blair Academy

Blairtown, NJ

3.8 GPA, SAT 2000

May 2016

Experience

Pomegranate Gallery

New York, NY

Graphic Designer

Sep 2022 – Mar 2023

- Designed and produced digital and print assets, including gallery books and promotional materials, using Adobe Creative Suite (Photoshop, Illustrator, InDesign).
- Developed typographic and layout solutions that improved exhibition aesthetics, resulting in a 10% increase in visitor feedback.
- Photographed and edited artwork for digital campaigns, driving a 15% increase in social media engagement.
- Worked with curators and artists to create custom exhibition materials, aligning with brand identity and enhancing visitor interaction.
- Refined communication strategies by designing email templates and social media content, raising overall audience engagement.

Blair Academy

Blairtown, NJ

Freelance Graphic Designer

Jul 2021 – May 2022

- Created branded collateral, including brochures, email campaigns, and promotional materials, ensuring consistency with marketing objectives.
- Teamed up with the fundraising department to design multimedia content, boosting donor engagement by 20%.
- Produced a promotional video showcasing school activities, using Adobe Premiere and motion graphics. The video received 8,000 views in the first month.
- Applied responsive design principles across platforms, improving user experience and increasing digital interaction.

Experience (Continued)

Boston University Libraries **Graphic Designer**

Boston, MA
Sep 2019 – May 2020

- Designed social media content, digital assets, and signage for mental health awareness, increasing program participation by 10%.
- Created a consistent visual hierarchy across print and digital mediums, enhancing branding and messaging clarity.
- Coordinated with the communications team on campaigns, increasing campus event visibility.
- Tailored content to target audiences, boosting engagement on social media platforms.

The Ackerman Institute **Freelance Graphic Designer**

New York, NY
Sep 2018 – Mar 2019

- Developed digital assets and social media content to support inclusivity initiatives for gender-expansive adolescents.
- Worked with the Digital Creative Team to create culturally sensitive graphics, ensuring alignment with audience needs.
- Contributed to UX/UI design improvements, enhancing accessibility and engagement.

The Jewish Museum **Graphic Design Intern**

New York, NY
May 2018 – Sep 2018

- Created a brand book detailing typography, iconography, and digital usage guidelines, maintaining a consistent brand identity.
- Designed digital and print materials, including web ads and brochures, that supported fundraising and marketing efforts.
- Introduced updated brand guidelines, collaborating with the marketing team to unify the brand's visual identity.

New York Botanical Garden **Graphic Design Intern**

New York, NY
May 2017 – Sep 2017

- Created branded signage and program materials to support NYBG's marketing initiatives.
- Designed social media content aligned with branding, increasing audience engagement.
- Assisted in creating digital and print ads for seasonal, ensuring visual consistency.

Skills

Graphic Design: Adobe Creative Suite, Typography, Layout Design, Digital and Print Media, Branding

Marketing & Communications: Social Media Marketing, Email Marketing, Content Creation

Project Management: Time Management, Meeting Deadlines, Attention to Detail, Constructive Criticism

Technical: HTML/CSS, Microsoft Office, Google Suite, File Management, UX/UI Principles

Video Editing: Adobe Premiere, Motion Graphics

Interests: Songwriting, Music Production, Literature, Mental Health Awareness