

## Eric Markus

### Summary

Graphic designer with five years of experience in deadline-driven environments and a proven history of excellence in craftsmanship and productivity. Extensive in-house experience ideating visual strategies to convey marketing copy, designing template-based brand materials, and collaborating interdepartmentally to fulfill project visions. Low-ego, solution-oriented, and self-directed under every circumstance. Received a BFA in Graphic Design from Boston University with an accrued GPA of 3.7.

### Experience

#### **Contract Graphic Designer at ThorLabs — Oct '24 to Aug '25**

- Performed advanced image editing, color correction, and layout composition on a day-to-day basis, producing a total of 20,000 high-quality brand assets.
- On average, asset output showed a 100% increase in productivity that accelerated project timelines and reduced project costs.
- Maintained exceptionally clean folder structures and file-naming conventions throughout the production of tens of thousands of brand assets.

#### **Design Assistant at Pomegranate Gallery — Dec '23 to Jun '24**

- Collaborated with organizational leadership to assist in the visualization of small campaigns promoting exhibitions and gallery events.
- Often performed administrative and fiduciary duties upon request.

## Continued

### **Freelance Designer at Blair Academy — Nov '22 to Sep '23**

- Collaborated with the marketing team to create graphics that effectively conveyed campaign initiatives while maintaining the institution's brand standards.
- Regularly participated in meetings to develop creative design solutions for a range of materials, including brochures, signage, and social media content.

### **Design Intern at The Jewish Museum — Apr '19 to Aug '19**

- Conceptualized and executed a self-initiated project to revise brand guidelines, creating a comprehensive brand book that detailed typography, color usage, and illustrations to ensure a clear and consistent brand identity.
- Produced materials in accordance with brand guidelines to support membership and donor relations under the guidance of senior designers.

### **Design Intern at New York Botanical Garden — Apr '18 to Aug '18**

- Created signage, print materials, and social media assets in accordance with the brand's identity under the supervision of lead designers and art directors.
- Contributed a series of on-brand visual concepts for educational campaigns, marketing materials, and outreach materials.

## Skills

### **Design Tools and Expertise**

Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Lightroom, Brand Identity, Layout Design, Print Production, Email Design, Infographic Design

### **Workflow Tools and Expertise**

Microsoft Excel, Microsoft Word, Microsoft Teams, Google Workspace, Dropbox, Cross-Departmental Communication, Creative Problem-Solving, Version Control, Asset Organization, Clear Communication, Quality Assurance