



Ted Erler Design

Hybrid Visual Designer

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Portfolio site: tederler.com

Skills

- Web/Print Hybrid Visual Design
- HTML/CSS
- Wire framing
- Digital Photography
- E-mail Marketing
- Print Design/Production
- Typography
- Signage Design

Tools

- Paper/Pencil
- Adobe Creative Suite/Cloud
- Wordpress
- Bootstrap
- Sketch/Balsamiq
- Digital Camera
- Adobe Test & Target

Soft Skills

- Psychology
- User Centered Design Process
- Information Architecture
- Basic JavaScript/jQuery
- Video Editing
- Website Defect Management
- QA Testing

Quick Read

Hybrid visual designer well versed in print and digital design, with an eye towards User Centered, clean and simple design. I'm a true team player who loves collaborating and brainstorming. I enjoy keeping up with the latest trends in e-commerce, mobile-first, user experience design, based on research and analysis.

Experience

Cotton Shoppe Feb 2016 - Apr 2017

Graphic Designer - Fast paced, deadline driven silk screen shop. Designed graphics for customers to place on a wide variety of apparel.

HDSupplySolutions.com July 2011 - May,2015

Web Designer - Design micro sites, landing pages, email campaigns, print campaigns. Develop A/B & multivariate analytic tests. Manage web site defects. Collaborate and brainstorm with marketing, design, and IT teams to provide digital thought leadership.

Non Profit Communications July 2009 - Ongoing

Web Designer - Design micro sites, print material. Collaborate and consult with stake holders to guide them through development.

The Island packet Oct 1998 - Nov 2009

Graphic Designer - Design advertising, promotional campaigns, email campaigns, collateral pieces. Dedicated marketing designer working with VP Marketing. Photo shoots for Special Section Covers.

Chapman Warwick Advertising &

Public Relations, Inc. Aug 1992 - Aug 1995

Production Artist/Graphic Designer - assist in all aspects of print campaigns and collateral materials. Managed movie advertising accounts for Disney and MGM Studios in the San Diego market.

Education

Western Illinois University - BA Communication Arts & Science

Platt College - Graphic Design Certificate

CooperU User Experience Boot Camp - UX Certificate

HOW UX Conference - Continuing education

Highlights/Awards/Cool Stuff

- Worked on Hyatt Hotel's first marketing campaign to the gay community in San Diego, CA - 1994
- Employee of the year - 2008 - The Island Packet
- 2 Year Federal ROTC Scholarship Recipient - 1982
- Distinguished Military Graduate - 1984
- Numerous SC Advertising Association Awards
- Character Actor at Universal Studios - Harry Henderson, Barney the Dinosaur, and Frankenstein (no, I'm not kidding)