

ERIC R. GROSS

GRAPHIC DESIGNER

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PROFESSIONAL SUMMARY

Creative and adaptable Graphic Designer with a strong ability to turn ideas into compelling, people-centered visual solutions. Experienced in branding, digital media, and community-based design, with a proven track record across nonprofits, small businesses, and arts organizations.

WORK EXPERIENCE

CULTURE RESTORATION PROJECT, INC.

BRAND MANAGER & FACILITATOR | NOV. 2024 - PRESENT

- **Lead comprehensive** brand redesigns for initiatives, ensuring consistent, on-brand visual identity across all platforms.
- **Designed digital and print collateral** and newsletters; managed website creation to support organization goals.
- **Produced social media content**, annual reports, and album artwork; applying strong layout and composition skills.
- **Collaborated with internal teams** and stakeholders to deliver creative concepts and meet project deadlines.
- **Directed and facilitated youth programs**, integrating visual storytelling and project management.

FREELANCE GRAPHIC DESIGNER

SELF-EMPLOYED | APR. 2021 - PRESENT

- **Developed brand identities** and comprehensive visual assets for festivals publishers, and small businesses.
- **Developed and maintained** event websites, ensuring digital assets were optimized for web and print formats.
- **Managed multiple projects** simultaneously, delivering high-quality, on-brand designs under tight deadlines.
- **Produced print and digital collateral**, applying expertise in layout, typography, and color theory.

GRAPHIC DESIGNER

BRICKWARRIORS | MAY 2017 - SEPT. 2018

- **Shot and edited product photos**, ensuring high-quality images for packaging and online merchandising.
- **Designed decals and print collateral** for custom merchandising, maintaining brand consistency across products.
- **Produced short-form promotional videos** using DSLR and Adobe Premiere, supporting digital marketing efforts.
- **Prepared production-ready files** for print and digital workflows, following best practices for quality assurance.

ACADEMIC HISTORY

ART INSTITUTE OF PITTSBURGH | JAN 2016 - AUG. 2017 | **Area of Study:** Graphic Design

HODGSON VO-TECH HIGH SCHOOL | AUG. 2002 - MAY 2006 | **Area of Study:** Technical Drafting

SKILLS

Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere) | Graphic design | Typography | Print design | Digital design | Packaging graphic design | Layout Design | Color theory | Photo editing | Branding | Web design | Social media graphic design | Design file preparation for print