



[www.ErickSala.com](http://www.ErickSala.com)

## Profile

A highly collaborative and multifaceted professional adept at conceiving, developing, and implementing innovative design across numerous channels.

## Skills

Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Adobe Premiere Pro  
Adobe Audition  
Adobe Acrobat  
IronCad  
Strata Design 3D  
Wordpress  
Social Media (IG, Facebook, Twitter)  
Facebook Business  
Google Analytics  
Google AdSense  
Google AdWords

## Expertise

Layout & Design  
Brand Identity  
Package Design  
Web Design  
Exhibit Design  
Photography  
Illustration  
Typography  
Management  
Client Presentation

## Education

B.S. Graphic Design  
Art Institute of Fort Lauderdale

## Languages

English (spoken & written)  
Spanish (spoken & written)

## Contact

[esala23@gmail.com](mailto:esala23@gmail.com) | 954.326.9037

## Experience

### **Creative Director** **Skyline Exhibit Craft** *June 2021 – Current*

Design and direct a small creative team in addition to overseeing all design projects, from discovery meetings to presenting the final work. I am the creative point person for 8 account executives who rely on my creative skills to win business. I specialize in creating modern and sensory immersive designs that allow us to create unique solutions to satisfy our clients needs.

### **Senior Graphic Designer | Exhibit Designer** **Skyline Exhibit Craft** *December 2015 – June 2021*

Design and develop exhibiting solutions and proposals supporting a local sales network of Skyline South Florida. My position allows me to switch roles on any given day between 3D Modeler, Industrial Designer, Graphic Designer and Marketing. All of these roles allow me to Discover, Conceptualize and Create a Unique Solution for all of our Clients needs.

### **Package Designer | Production Designer** **Office Depot Global Headquarters** *April 2014 – December 2015*

Responsible for creating and producing private brand packaging designs that adhere to production standards and guidelines, while also maintaining communication with internal and outside production and merchant teams. Additionally responsible for pre-flight and release of production files.

### **Senior Graphic Designer | Package Designer** **Q.E.P. Co., Inc.** *March 2011 - April 2014*

Produced package design from conception to final production, while taking in consideration different elements to enhance products shelf life. Provided structural solutions and material specifications for hanging packages. Also was in charge of renovating older packaging to new packaging dieline to be compliant with customer standards. Developed graphic standards for rebranding of the QEP line. Partnered with key members to develop strategic marketing campaigns of the QEP brand.