



Erica Schoonmaker

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Skills

Highly proficient in Mac OS X, Adobe Photoshop, Illustrator, InDesign, Fireworks, HTML, CSS, and Wordpress. Also proficient in letterpress and off-set printing techniques. Familiar with Javascript and PHP.

Education

CUNY Baccalaureate for Unique and Interdisciplinary Studies 2005-2009

- Double-Major: Digital Art & Design, Creative Writing
- Related Courses: Advanced Digital Imaging; Corporate Design; Design and Advertising Layout; Design and Photography in Theory and Practice; History of Modern Design; Layout and Publication Design; Philosophy of Art; Print Production; Typography: History and Application

Experience

Visual Designer, Stipple Inc.

San Francisco, CA

March-May 2011

- Redesigned the marketing website (including landing pages for all products), sign-up and log-in flows, and the dashboards and UI for 3 of the 4 products (Network, Want, and Lens)
- Redesigned the UI and visual look of Stipple javascript's "Dot Display," which appears on hundreds of publisher sites such as People.com, TMZ, TooFab, and Live Fast Magazine
- Collaborated with UX designer and project manager on UI decisions
- Worked directly with the engineering team during the coding and iteration process

Web Designer, Next Generation Mobile Company (NGMOCO)

San Francisco, CA

June 2010-March 2011

- Designed marketing creative for several games including WeRule, WeFarm, Touch Pets Dogs, Touch Pets Cats, WeDoodle, Godfinger, and WeCity to be used in online ad campaigns
- Responsible for creating new designs for loading screens and other marketing materials to advertise weekly WeRule, WeFarm, and WeCity content releases and sales
- Designed and coded full websites for several games such as Touch Pets Cats and WeDoodle using Wordpress 3 as a content management system, HTML5, CSS3, and Javascript.
- Collaborated with the Marketing team to brainstorm advertising campaigns

Principal Designer, Design by Erica (sole proprietorship)

Freelance

June 2009-Present

- Worked both remotely and locally with clients to create web experiences and/or print materials tailored specifically to their needs including blog sites, corporate sites, business cards, wedding invitations, postcards, and posters.
- Designed websites from initial conceptual phase to live release
- Coded with the latest web technologies including HTML5 and CSS3

Creative Director, Dollars & Sense Magazine (Baruch College)

New York, NY

Nov 2008-May 2009

- Managed a staff of approximately 14 student designers, photographers, and illustrators
- Oversaw meetings and the design process, communicating ideas with the design team, journalists, and faculty advisors
- Set guidelines for overall look of magazine, including paragraph styles, margins, and grid
- Inspected design proofs for needed corrections and worked with designers to implement them
- Designed table of contents, running heads & feet, and various articles
- Prepared, preflighted, and proofed final documents for printing
- Worked directly with printer to get the most out of the magazine while staying within budget, considering both color and paper options available

Graphic Design Intern, Grosset & Dunlap/PSS! (Penguin Group)

New York, NY

Sept-Dec 2008

- Prepared and edited mock-ups for book interiors and covers for presentation and approval
- Assisted paper engineer in cutting out and setting up mock-ups for pop-up book spreads
- Engineered two pop-up book page spreads for "Jingle Bells" pop-up book
- Researched stock photography, illustrators, and artists for book cover and internal artwork
- Designed page spreads and covers within style guides for licensed TV and movie tie-ins

Graphic Design Intern, American Red Cross of Greater Chicago

Chicago, IL

June-Aug 2008

- Supported entire chapter by creating flyers, banners, cards, posters, and invitations for chapter events and internal clients
- Designed all marketing collateral (including a 20-page booklet) for the annual golf outing
- Designed all marketing collateral (including a monthly e-newsletter) for the Run Red team
- Rebranded the Chapter's Blog and MySpace pages
- Created web ads and newsletters
- Followed brand standards and worked within timeline and budget restraints