

Erin Kanary

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SKILLS

Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Microsoft Powerpoint
Microsoft Word
Google Slides
Ceros Interactive
Canva
Figma

EDUCATION

Owens Community College
A.A. Degree
Communication Arts
Graduated: December 2006

CERTIFICATIONS

+ AWARDS

Google

Foundations of User
Experience Design

AIGA

Digital Marketing Certificate

Ceros

Interactive Content Creation
Certificate

Root Inc.

Creative Excellence Value
Award Winner 2017 + 2018

The Second City, Chicago

Improv Levels A-E
Comedy Writing Levels 1-6
Writing for the Internet
Writing Strong Women



SENIOR MARKETING DESIGNER

Seerist, Inc. | Remote in Toledo, Ohio

2022-Present

- Design marketing collateral such as data-heavy reports, case studies, white papers, presentations, infographics, and trade show booths to support Seerist's business development and client engagement efforts
- Owned and evolved the visual brand identity to ensure consistency, clarity, and creative innovation across all touchpoints
- Manage multiple projects working with internal customers and outside vendors while maintaining brand consistency
- Developed marketing assets for digital marketing campaigns, including social media posts, email templates, banner ads, and website graphics.

GRAPHIC DESIGNER

Accenture | Remote in Toledo, Ohio

2021-2022

- Create engaging and visually appealing designs for various digital and print media
- Maintain consistency in visual identity across all design projects, ensuring alignment with client brand values, tone, and messaging
- Collaborate with internal teams and clients to understand design requirements, goals, and objectives, and translate them into creative and impactful design solutions
- Manage multiple design projects simultaneously, from concept development to final delivery, ensuring deadlines are met and quality standards are maintained

MARKETING GRAPHIC DESIGNER

Root Inc. | Sylvania, Ohio

2015 – 2020

- Responsible for the design and development of brand awareness and lead generation materials targeting and winning the business of Fortune 2000 and Fortune 500 companies. Examples include whitepapers, case studies, product package development, brochures, video scripts, brand voice, trade show booths, posters, flyers, banners, web and social media graphics, and animations.
- Provided creative written content to support brand persona, including website content, social posts, and video content
- Developed internal brands for marketplace positioning to provide unique identity within existing brand persona and identity
- Designed "win the business" sales documents and visual aides for in-person and virtual meetings
- Owned quality assurance in production with internal and external vendors to meet the standards of excellence for all printed communication
- Assembled internal and external partners to collaborate on numerous projects connecting with the Root brand

GRAPHIC DESIGNER

Riverside Graphics | Chicago, Illinois

2013 – 2015

- Managed client projects from initial conversations of design concept to overseeing production of finished product
- Calculated job quotes for clients

PRODUCTION MANAGER

ASAP Printing Press | Chicago, Illinois

2012 – 2013

- Preflighted files for production on both digital and offset presses
- Developed and maintained production schedule
- Ran digital press jobs
- Scored, cut, bound, and folded jobs as needed

LEAD DESIGNER

Minuteman Press | Toledo, Ohio

2010 – 2012

- Managed all incoming design projects
- Preflighted, organized, and proofed files for offset and digital printers in a multi-platform environment