

ERICA GRAU

DESIGNER. ART DIRECTOR. DREAMER. INSPIRER.

I design from the heart. Pulling inspiration and passion from my surroundings, I strive to impact people through my creativity. A connected world is a wonderful world.

SKILLS

- Art Direction
- Branding
- Concept Development
- Graphic Design
- Infographic Design
- Package Design
- Presentation Design
- Print Design
- Social Media
- Web Design

PROFICIENT IN:

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Keynote/PowerPoint
- Sketch

EDUCATION

The Creative Circus,
June 2010
Certificate in Graphic Design

University of Georgia,
May 2008
Bachelor of Journalism in Advertising, Minor in Spanish

San Fernando University,
May - July 2007
Study abroad in Cadiz, Spain

PUBLISHED IN

- In Effect (Ground Breaking Finishes & Materials in Graphic Design)
- CMYK Magazine, Issue #46
- D&AD Awards Book

GET IN TOUCH!

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EXPERIENCE

Self-Employed | ericagrau.com
Freelance Graphic Design and Art Direction.....January 2018 - Present

DiMassimo Goldstein | New York, NY | digobrands.com
Art Director.....October 2015 - January 2018
Graphic Designer.....November 2012 - October 2015

Contributed to all stages of the creative process including brainstorming, concepting, design, execution, client presentations & implementation

Select clients include:
The United Nations CERF, The Bronx Zoo Reader's Digest, Weight Watchers, Hello Fresh, HomeServe, Sallie Mae

Collaborated with account, strategy and media teams to ensure brand message adhered to the creative brief, met client goals and was clearly and consistently communicated across all mediums

Makeable | New York, NY | makeable.com
Web/Graphic Designer.....January 2011 - November 2012
Web/Graphic Design Intern.....October 2010 - January 2011

Contributed to all stages of the creative process including research, concepting, design, execution, client presentations & implementation solely in the digital world

Select clients include:
Benefit Cosmetics, The Weizmann Institute of Science, Piol Dress, Avon & Fergie, American Express

The Beer Connoisseur | Atlanta, GA | beerconnoisseur.com
Graphic Designer.....July 2009 - April 2010

Responsible for all aspects of design for this magazine start-up. Designed t-shirts, mass mailers, subscription cards, page layouts, and ad layouts. Oversaw printing process from start to finish.