



Eric Kasprowicz

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Curriculum

Bachelor of Fine Arts in Graphic Design,

School of Art, Western Michigan University, Kalamazoo, MI

2003 — 2007

Skills

Adobe InDesign CS5

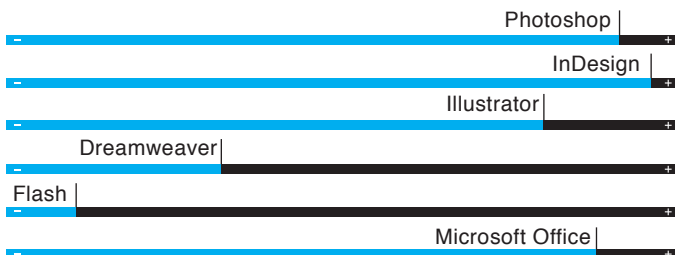
Adobe Photoshop CS5

Adobe Illustrator CS5

Adobe Dreamweaver CS5

Adobe Acrobat 9 Pro

Microsoft Office



Other Skills: Screen printing, photography, book binding, print preparation, Finalcut Pro, GarageBand and iMovie.

Experience

Creative Designer, mophie

California / Michigan. 2007 — Present

- Responsible for generating, designing and marketing creative ideas and solutions within the company.
- Designed and helped implement packaging system for entire product line. Packaging is displayed in Apple, AT&T and Best Buy stores worldwide.
- Create strict co-branded designs with AT&T and Intuit.
- Fully designed and continue to maintain e-commerce website.
- Design web and print advertisements for MacDirectory, Macworld, Mac Life and Wired magazine.
- Design and code e-mail newsletters for 40,000+ contacts.
- Developed company Identity standard manual.
- Design product sell sheets and company presentations.
- Conceptualized and helped design booth and signage for the national trade shows: CES and Macworld.
- Participate with team in taking and editing product photographs and lifestyle shots.
- Design and update for twitter and facebook pages.
- Design and create apparel for internal use.

Freelance, Paw Paw Brewing Company

Paw Paw, MI. 2010

- Created Identity, packaging, banners and beer growler.

Freelance, Kseego Inc.

East Lansing, MI. 2010

- Created Identity, website layout and promotional items.

Freelance, Your Best Friend

myspace.com/yourbestfriend. 2008 — Present

- Designed promotional press kit sent to record labels. Mailer included: Biography foldout poster with tour dates, band photography and CD.
- Designed posters, stickers, shirts and hoodies.

Freelance, Ghostnote Studios

Minneapolis, MN. 2010

- Created identity mark for studio and business cards.

Design intern, Design Center, School of Art,

Western Michigan University, Kalamazoo, MI. 2006 — 2007

- Engaged in classroom and studio environment alongside art director and production manager on individual and team projects gaining pre-press production knowledge.
- Team project created WIDR radio station identity system, website and promotional items.