



**ERICA CERULLI**  
Graphic Designer

## Education

The College of Saint Rose, Albany, NY  
BFA in Graphic Design, 2018

## Technical Skills

Proficient in:

Adobe Creative Cloud including:

- Illustrator
- Photoshop
- InDesign
- Lightroom
- Acrobat
- After Effects
- Muse

Microsoft Office and Google Apps including:

- Word or Docs
- PowerPoint
- Excel or Sheets

InVision

Wordpress

## Design Skills

Visual communication and concept development from research to completion: identity and branding, business systems, packaging, poster design, collateral design, illustration, typography, editorial and book design, web and interactive design, and pre-press production

## Memberships

Women of Wisdom, Committee Member  
New Paltz, 2018–2020

New Paltz Regional Chamber of Commerce:  
Taste of New Paltz, Committee Member, 2017–2019

Contributing Member, AIGA Upstate Chapter  
The College of Saint Rose, 2018–2020

## Professional Experience

M&E Mfg. Co., Inc. | Kingston, NY | 2021-Feb. 2023

### Senior Graphic Designer

- Conceptualize and design B2B print advertisements
- Work as a collaborative member of the marketing team, advocating for brand excellence
- Supervise part-time designer to ensure the quality of their projects
- Redesign and maintain websites
- Manage multiple projects or tasks at a given time while under pressure of daily/weekly deadlines
- A part of the Senior Management team: Support employees, develop strategies to achieve business goals, and solving complex challenges
- Interim: Accounts Payable & Human Resources *July - Feb.*  
Purchasing *Oct. - Feb.*

Gilday Creative | New Paltz, NY | 2017-2021

### Graphic Designer | 2018-2021

- Developed artwork and layouts for print and digital materials, such as brand identities, brochures, newsletters, infographics, advertisements, websites, signage, flyers etc.
- Collaborated with the Creative Director
- Consulted with clients to discuss the scope of projects and worked with them from idea to finished product
- Worked with non-profit organizations, designing print materials and social media graphics
- Supervised interns with all of their graphic materials to ensure the quality of their projects
- Managed multiple projects or tasks at a given time while under pressure of daily/weekly deadlines
- Worked closely with our printer to guarantee client satisfaction and brand consistency

### Intern | 2017-2018

- Designed print and digital designs for clients such as brand identities, brochures, advertisements, websites, flyers, signage, etc.
- Created logos and brand identity for local clients
- Collaborated with the Creative Director on multiple projects
- Designed websites for clients
- Worked with non-profit organizations designing print materials and social media graphics

## Honors and Awards

Silver ADDY Award, ADDY Award, Packaging Design,  
American Advertising Federation, 2018

Exhibitor, Senior Art Show, The College of Saint Rose, 2018

Exhibitor, Lorem Ipsum, The College of Saint Rose, 2017

Silver ADDY Award, Poster Design,  
American Advertising Federation, 2017

Dean's List, The College of Saint Rose, 2017

Artwork selected, juried Undergraduate Exhibition,  
The College of Saint Rose, 2015, 2017

Artwork selected, Foundation Show,  
The College of Saint Rose, 2015