

ERIN SCHLESINGER

WASHINGTON DC BASED SENIOR DESIGNER

erinschlesinger.com • LinkedIn
erinschlesinger@gmail.com • 570.660.8903

SKILLS

Software Skills

Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Adobe XD, Adobe After Effects, SquareSpace, Mailchimp, Monday, Asana, Workfront, Visme

Technical Skills

Branding, Conceptual Design, Presentation Design, Cross-Platform Marketing, Email Development, Event Branding, Layout Design, Art Direction, Print Design, Video Storyboarding, Social Media, Data Visualization

PROFESSIONAL EXPERIENCE

Senior Graphic Designer • 08/2021 - 01/2024

Gartner • Arlington, VA

- Crafted a wide range of assets while constantly elevating the visual identity for five notable brands: Capterra, Software Advice, GetApp, UpCity, and Gartner Digital Markets.
- Facilitated online workshops to align team processes across four international office locations.
- Visualized assets to analyze through A/B testing and refined based on test results.
- Orchestrated the onboarding of external creative partners, establishing streamlined processes that included project briefings, creative direction, and training sessions, enhancing collaboration with internal stakeholders delivering faster project turnaround times.
- Refined internal and external processes to improve efficiency of brand team work.
- Assessed team projects to uphold design uniformity and guide creative vision.

Graphic Designer • 05/2019 - 08/2021

Gartner • Arlington, VA

- Developed and delivered diverse assets for four brands, spanning digital media, ad campaigns, landing pages, email templates, infographics, iconography, and layout design.
- Instituted three rebrand initiatives by developing components of each brand alongside other creatives and internal stakeholders.
- Analyzed data and create intelligible visuals for use in e-books, presentations, and social media.

Graphic Designer • 07/2017 - 05/2019

Burson-Marsteller/Burson Cohn and Wolfe • Washington DC

- Generated assets varying in size and complexity for clients including, Accenture, DOW, VF Corporation, Bank of America, and Nestle.
- Guided client interactions to refine project outcomes, utilizing feedback to drive continuous improvement initiatives.
- Engaged in brainstorming sessions with cross-functional teams to develop groundbreaking marketing campaigns.

Junior Graphic Designer • 06/2015 - 07/2017

Burson-Marsteller/Burson Cohn and Wolfe • Washington DC

- Managed a portfolio of projects of varying complexities concurrently.
- Collaborated with designers, art directors, copywriters, videographers, and project managers for the entirety of the creative process, from conceptualization to completion.

Operations Assistant • 10/2010 - 06/2015

Schlesinger Communications • Lock Haven, PA

EDUCATION

B.S. in Graphic Design, Minor in Photography 08/2010 - 05/2014

Pennsylvania College of Technology • Williamsport, PA

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INVOLVEMENT

Pro Bono Designer • 08/2021 - 01/2023
Free to Talk

Pro Bono Designer • 07/2017 - 02/2020
Cold Capital Fund

Student Reading Mentor • 09/2016 - 04/2017
Everybody Wins

Member • 06/2015 - 06/2019
AIGA Washington DC Chapter

Member • 09/2012 - 05/2015
AIGA Penn College Student Chapter

President • 09/2013 - 05/2014
AIGA Penn College Student Chapter

Pro Bono Photographer • 04/2013
YWCA Sexual Assault Awareness Event

Programming Officer • 09/2012 - 05/2013
AIGA Penn College Student Chapter

AWARDS

Best Cross-Practice Campaign • 10/2017
AROW Award: Burson-Marsteller

Gold Award • 10/2016
AAF Awards: Washington DC

Merit Award • 10/2014
How Magazine International Design Competition

"Five Little Monkeys" Stationery Set Feature • 09/2014
American Graphic Design and Advertising 29

"Fitness Factory" Stationery Set Feature • 09/2014
American Graphic Design and Advertising 29

Best in Show Award • 03/2014
AAF Awards: Northeastern PA Region

Gold Award—Consumer Trade Publication • 03/2014
AAF Awards: Northeastern PA Region

Gold Award—Sales Promotion Packaging • 03/2014
AAF Awards: Northeastern PA Region

Gold Award—Campaign for Consumer or Trade Publication • 08/2013
Addy Awards: District 2

Silver Award—Direct Marketing • 08/2013
Addy Awards: District 2

Best in Show • 03/2013
Addy Awards: Northeastern PA Region

Judge's Choice • 03/2013
Addy Awards: Northeastern PA Region

Gold Award—Direct Marketing • 03/2013
Addy Awards: Northeastern PA Region

Silver Award—Campaign for Consumer or Trade Publication • 03/2013
Addy Awards: Northeastern PA Region