**eric.c.powell**

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**ABOUT ME**

I am a senior visual design marketing professional, lead graphic designer, web developer, UX/UI designer, and entrepreneur with experience in studio, corporate, and freelance environments. With an eye for aesthetic visual design and typography, a mind for effective coding and user experience, my experience and expertise spans over 20 years. I am currently open to career advancement seeking to secure a position to utilize my extensive marketing, communication, and design experience in an environment where I can lead, contribute, and learn.

View my online portfolio at [*http://design.ericcpowell.com*](http://design.ericcpowell.com)

**WORK EXPERIENCE**

**Marketing Visual Design Manager**Heartland Retail (formerly Springboard Retail)
*June 2019 to April 2021*

A subsidiary of Global Payments, Heartland Retail is the leading cloud-based POS and Retail Management software. At Springboard, I oversaw visual corporate brand design guidelines in all facets of marketing collateral, web, and public-facing communications. Currently for Heartland, I lead and manage creative visual design projects for the retail POS product, including online, demand generation assets, print material, digital content, partnership collateral, interactive materials, event materials for trade shows, and more. Requires knowledge of user interaction and experience for website and B2B demand generation experiences using such tools as Intercom, Hubspot, Adobe Suite, etc. Heartland Retail works with customers such as FILA, Las Vegas Raiders, The Kennedy Center, and more.

**Marketing Visual Design**Phunware, Inc.
*August 2014 to May 2019*

Oversee and determine visual corporate brand design guidelines in all facets of marketing collateral, web, and public-facing communications. Oversee and manage design interns and outsourced projects to freelance designers and coders. Design and layout customer-facing online and print designs including corporate website and demand generation material with integration
of social media, SalesForce, Pardot, Hubspot, and Google Analytics. Involves design of creative assets such as infographics, white papers, articles, blog articles, landing pages, and more. Phunware creates category-defining mobile app solutions for clients such as Fox, NBC, WWE,
AMC, and NASCAR.

**WORK EXPERIENCE** *(cont'd)*

**Web Designer / Integrator**Lunarpages Internet Solutions (now HostPapa)
*October 2012 to July 2014*

Design of attractive, professional, and highly-usable web interfaces, websites, and templates for internal and external clients. Integration with Content Management System framework such as WordPress, Joomla, and Drupal. Expert use of Adobe Creative Suite. Hand-coding of HTML, CSS, PHP, JavaScript. Expert attention to cross-browser issues and cross-device responsive designs. Interface with clients from first contact to final project completion.

**Founder / Art Director / Producer**Emotiv Media Group
*April 2001 to Present*

Consulting and production services including public relations, marketing, media, and graphic design. Advised clients of appropriate campaigns and approaches for business solutions. Including print, digital, web, video, data research, project management, organizational planning, and audio production. Specialties include healthcare, aerospace, music industry, and nonprofits.

**Graphics Associate III**PacifiCare Dental & Vision (now UnitedHealth Group) *May 1995 to April 2001*

Key designer in the marketing communications department of Fortune 500 healthcare insurance corporation. Graphic design, layout, and production from one to full-color. Includes online presentations, brochures, forms, monthly directories and newsletters. Also obtained experience in image scanning, data manipulation, macro programming, and database development. Maintained clients relations regarding art production requests. Coordinated projects from conception to completion. Collected printing bids and distributed work to vendors. Developed and maintained database for document shipping/receiving and inventory management. Resolved software and hardware technical issues including computer installations and purchases.

**EDUCATION**

**Master of Arts in Worship (Organizational Leadership)**Hope International University
*January 2002 to January 2005*

**Bachelor of Arts in Communications (Advertising)**California State University-Fullerton
*September 1987 to January 1992*

**SKILLS**

Outstanding Customer Service, Excellent Written and Oral Communication Skills, Project Coordination, Volunteer Coordination. Oversee / manage Brand Styling and Guidelines. Manage Junior, Contract, and Freelance Designers / Developer. Budget Planning and Forecasting, Client Relations, Print Purchasing, Extensive Computer Software Experience in both Mac and Windows Environments, Graphic Design, Photoshop, InDesign, Illustrator, Premier, Sketch, Adobe XD, Dreamweaver, Microsoft Office, Google Suite, Adobe Creative Suite, Web Design and Development, HTML, CSS, PHP, ASP, SQL, MySQL, WordPress, Pardot, Hubspot, Social Media, Motion Graphic Animation, Live/Studio Audio Production, Music Composition.

**WORSKSHOP COURSES & AWARDS**

Phunware Sales and Marketing VIP Recognition Award (2 time winner). Completed Workshop Courses and Seminars in Leadership Skills, Career Planning, Customer Care, Healthcare Information, Time Management, Project Management, Priority Management, Executive Presentation Skills, Business Writing, & PC Skills. At least 28 VIP commendations while at PacifiCare. Honorable Mention in Billboard Magazine Songwriting Showcase.

**COMMUNITY INVOLVEMENT**

Former board member of Youth Connections Coalition. Former member of Downtown Helena Incorporated. Piano and vocal instruction of youth at Capital Fret music store in Helena. Have coordinated and volunteered community involvement with Helena Food Share, God's Love Homeless Shelter, YWCA, Downtown Helena, Youth Connections, Helena School District, and more. Involvement with AmeriCORPS to plan and produce Martin Luther King, Jr. youth music showcase. Organized and implemented free community concerts in the park.

**ONLINE DESIGN PORTFOLIO**

[http://design.ericcpowell.com](http://design.ericcpowell.com/)