

# ERIC C. POWELL

SENIOR VISUAL DESIGN,  
UX, GRAPHICS, AND  
CREATIVE LEADERSHIP

## PROFILE

I am a senior design professional, marketing design expert, lead graphic designer, visual and UX/UI designer, web developer, and entrepreneur with experience in studio, corporate, and freelance environments.

With an eye for aesthetic visual design, typography, and a mind for effective user experience my expertise spans 20+ years. I am a skilled leader, self-starter, and an essential team contributor.

## SPECIALTIES

Brand strategy + design  
Visual storytelling  
Design leadership + mentorship  
Project management  
Graphic design | digital + print  
Web + mobile responsive design  
UX/UI design  
Wireframing  
Marketing campaigns  
Demand + lead generation  
Client + stakeholder relations  
Motion graphics  
Video + audio production  
Excellent written and spoken skills

## CONTACT

512-772-6051  
eric@ericcpowell

## EXPERIENCE

### Visual + Graphic Design Manager | 2019 - 2021

#### Heartland Payment Systems

A subsidiary of Global Payments, Heartland Retail is the leading cloud-based POS and Retail Management software. Acquired by Heartland, at Springboard Retail I led and managed creative visual design projects for the Retail POS product. I oversaw visual corporate brand design guidelines in all facets of marketing collateral, digital assets, web, and public-facing environments.

- At Springboard Retail, I managed freelance designers, setting priorities and workload
- Conceptualized and implemented design solutions for the Retail POS product including for lead generation efforts
- Assets creation included demand generation designs for emails, landing pages, digital collateral, print, trade shows
- Heartland Retail works with customers such as FILA, Las Vegas Raiders, and The Kennedy Center

### Visual + Web Design | 2014 - 2019

#### Phunware, Inc.

Oversaw and determined visual corporate brand design guidelines and all implementation of marketing collateral, digital assets, web, and public-facing environments.

- Conceptualized design solutions and implemented across customer-facing online and print designs including corporate websites and demand generation material with integration of social media
- Designed creative assets such as product sheets, infographics, white papers, articles, blog articles, emails, landing pages
- Managed and mentored junior designers, interns, and contract designers, setting goals, priorities, and workload
- Phunware creates category-defining mobile app solutions for clients such as Fox, NBC, WWE, AMC, and NASCAR

### Web Designer + Integrator | 2012 - 2014

#### Lunarpages Internet Solutions

At Lunarpages, now HostPapa, I designed attractive, professional, and highly-usable web interfaces, websites, and templates for internal and external clients.

- Integrated with Content Management System frameworks such as WordPress, Joomla, and Drupal
- Expert attention to cross-browser issues and cross-device responsive mobile-first designs
- Interfaced with clients from first contact to final project completion
- Managed and mentored web design team, helping team members achieve key goals

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## PROFICIENCIES

Adobe Creative Suite  
Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Adobe After Effects  
Adobe Premier  
Adobe XD  
Sketch  
Figma  
Microsoft Office  
Google Suite  
Logic Pro

## SKILLS

Social media  
Pardot  
Hubspot  
Intercom  
Wrike  
Basecamp  
Jira  
Notion  
Salesforce  
WordPress  
Joomla + Drupal  
HTML + CSS  
PHP  
Javascript

## PORTFOLIO

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

## EXPERIENCE CONTINUED

### Creative Director + Producer | 2001 - Present

#### Emotiv Media Group

I founded Emotiv Media Group, an outgrowth of Emotiv Records, a creative consultancy and design firm helping clients connect with their audiences through public relations, marketing, media, and graphic, and web design.

- Advise clients of appropriate campaigns and approaches for business solutions
- Conceptualize and implement designs for print, digital, web, video, data research, project management, organizational planning, video, and audio production
- Specialties include healthcare, aerospace, entertainment, and nonprofits industries

### Graphics Associate III | 1995 - 2001

#### PacifiCare Dental & Vision

At PacifiCare, acquired by UnitedHealth Group, I served as the lead 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
- 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

### Hope International University | 2002 - 2005

Master of Arts in Worship (Organizational Leadership)

### California State University Fullerton | 1987 - 1992

Bachelor of Arts in Communications (Advertising)