

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
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EXPERIENCE

Senior Tech Specialist / UX Design | 2021 - Present

HCL Software

A Senior UX and UI design specialist across mobile, tablet, and progressive web applications for HCL Volt MX, an industry-leading app-development platform.

- Drive and participate studio engagements, sales calls
- Figma design of mockups and prototypes, and present design work to prospects to win business
- Deliver valuable and exceptional designs for internal teams and customers alike
- Provide UX/UI design expertise in presentations, workshops, and customer engagements to provide great user experiences and journeys

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.

- Managed freelance designers, setting priorities and workload at Springboard Retail
- Conceptualized and implemented design solutions for the Retail POS product including for lead generation efforts
- Asset 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 Design + Web | 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

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SENIOR VISUAL DESIGN,
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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

EXPERIENCE CONTINUED

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

Founder + Creative Consultant | 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 for 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. Maintained clients relations regarding art production requests. Coordinated projects from conception to completion. Collected printing bids and distributed work to vendors.

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)