

# Eric M. Wroblewski

## Graphic Designer • Creative Director

181 114th Ave N • St. Petersburg, FL 33716 • (727) 831-6064

Website and Portfolio link • [smigraphicdesign.com](http://smigraphicdesign.com)

[savantmediaimages@hotmail.com](mailto:savantmediaimages@hotmail.com)

[rendrinc03@hotmail.com](mailto:rendrinc03@hotmail.com)

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Success directing and implementing design projects, from conception to launch. Readily translate business requirements into effective print, marketing and advertising campaigns. Partner cross-functionally to build consensus and ensure projects meet all milestones, deadlines and budget requirements. Intuitively adapt to new technology, best practice & innovative processes while ensuring compliance with corporate standards.

### Professional Qualifications and Expertise

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- Project Management, Account Design, Brand Management, Print Production.
- Adobe CC, Illustrator, Photoshop, Indesign, WordPress, Wix, Office 365, After Effects, Premiere.
- Promotional Marketing & Advertising Campaigns, Product Labels & Packaging Design.
- Website Development & Maintenance, Trade Show Coordination, Environmental Design.
- Video Shoots & Video Editing, 3D & 2D Animation, Motion Graphics, Product Photo Shoot Guidance.
- Troubleshooting & Problem Solving, Cutting Edge Best Practices, High Quality Control Standard.

### Education

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- Bachelor of Fine Arts - Computer Animation- Int'l Academy of Design & Technology - Tampa, FL - 2011
- Printing & Desktop Publishing - Macomb Community College - Warren, MI - 1995
- Cartooning & Design - Center for Creative Studies - Detroit, MI - 1991
- Cartooning - Warren Schools - Warren, MI - 1990
- High School Graduate - Center Line High School - Center Line, MI - 1993

### Professional Experience

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#### **Art Director - Savant Media Images (Freelance Operation) - 6/2004 - Present**

- Direct Creation of Graphic and Media design for print, video, web, photography.
- Product Branding, Product label design, Product Packaging Design, Trade Show Art.
- Website/Mobile Site Design and Management, Business Start-Up Packages.
- Photo Retouching, 3D Modeling, 2D & 3D Animation, & Motion Graphics.

#### **Graphic Design / Marketing Specialist - Smart Communications - 5/2023 - 10/2023**

- This was a short-term contract position.
- Rebuild Company Product Booklet, Design event invitations and company advertisements.
- Design banners and signage for company products. Update product and service pamphlets.
- Produce Trade Show videos and update product photography.

#### **Graphic Design - HR Communications Specialist - Pinellas County, FL - 7/2022 - 11/2022**

- This was a short-term contract position.
- Graphic Design and Media for Pinellas County, FL Print, Video, Web/Social Media Campaigns.
- County Branding, Signage Design, Internal Communications, ADA Compliance.
- Government Collateral, Multi-Page Newsletters, Custom Design and Video Editing.

#### **Account Design - GSP Marketing Technologies - 4/2015 - 2/2021**

- Manage Account Design for National Convenience Store Chains Consumer Products.
- Product Branding, Signage Design, Product Packaging design.
- POP Materials, Sales Materials, Custom Design and Animation.

#### **Creative Director / Graphic Design - Remedy Nutraceuticals, Inc. - 11/2013 - 12/2017**

- Manage the Creation of Art & Media for Company Print, Video, Web/E-mail campaigns.
- Product Branding, Marketing & Sales Collateral. Product Label & Packaging Design.
- Website and Online Store Development & Maintenance, E-Commerce and Social Media sites.

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### Professional Experience Continued

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#### **Graphic Artist / Pre-Press - BayTech Label - 12/2007 - 10/2013**

- Designing and Branding New Product Labels and Packaging.
- Reworking Art for production, Assembling product proofs.
- Design work for company web site, advertising, and Trade show displays.
- Pre-Press and Computer-To-Plate (CTP) processes.

#### **Lead Graphic Artist - Better Business Forms/Paradise Label - 3/2005 - 8/2007**

- \*Paradise Label was acquired by Better Business Forms in August 2005.
- Supervised Art Department, part time graphic artists and plate maker.
- Handled customer service in regards to pre-production art and inventory.
- Designing and Branding New Product Labels.
- Reworking Art for production, Assembling product proofs.