



Erik Royer
Creative Director

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I have more than 14 years experience as an entrepreneur, designer, art director and creative director. I thrive in dynamic, team-oriented work environments which value collaboration, communication and the creative process. I believe in blending business objectives and creative objectives to create design that moves beyond an aesthetic exercise. I feel effective outcomes are a result of clear expectations, open, timely evaluations and celebrated goals.

Experience

Creative Director, UX

2015-2017 | *Keystone Group Inc.*

As creative director, I led a team of designers in re-launching and spreading brand awareness for The Keystone Group's three business lines: Stonepoint LED Lighting, Keystone Fabrics, and FlareAlert. I helped create branding guidelines for all printed materials including packaging for over 100 products, in addition to catalogs, marketing collateral, and digital assets. Product offerings grew from 30 products to over 100. Gross sales rose from \$5 million to over \$35 million.

- Created all product branding and digital assets for product listings on Amazon, Overstock, Wayfair, Hayneedle, and Rockler.
- Managed and collaborated with photographers, video production artists, copy writers and packaging engineers to expand brand presence and increase sales through unique content.
- Coordinated with multiple local printers to establish a consistent system for prototype packaging to accelerate the sales cycle, increase revenue and dramatically reduce product warehouse time.
- Managed the creation of a product program including displays and educational sales binder established for The Home Depot.
- Managed the successful design of a 20' X 20' tradeshow booth to showcase over 100 products. Coordinated the layout, design and assembly as well as all printed material and signage.

Creative Director, UX

2013-2015 | *Luster Design Labs*

I designed and executed projects from concept to completion, collaborating with partners, designers, developers, printers, and clients. The project scope included branding, websites, infographics, social media campaigns, email marketing campaigns, collateral systems, and advertisements. I maintained strong client relations and developed strategic partnerships with vendors as a target goal.

Creative Director / Founder

2005-2013 | *Ripen Solutions*

From design concept to finished digital art, I founded a full service design company serving a wide range of clients; projects included corporate identity, annual reports, trade show collateral, product displays, and websites.

Experience, cont'd

As a small business owner responsible for sales, marketing, contracts, operations, project management, creative collaboration, graphic design, billing and accounting, my objective with each client was to create unique visual solutions that were simple, fresh, striking and functional.

- I collaborated with, supervised and directed junior designers and developers.
- I researched and determined target market and implemented marketing plan involving online, email, print and interactive. Established and implemented all campaigns and designed all existing materials.
- I worked for a wide range of clients including Exxon Mobile, GE, Colorado Office of Film and TV Media, Colorado Dept of Tourism, Camp Kesem.

Lead UI/UX Designer

2003-2005 | *ThePROSAdvantage*

I led a team of 3 designers creating website user interfaces and engaging user experiences for the top 10% of realtors in the U.S.

Software Sales Rep

2000-2003 | *Oracle Corp*

I sold software for database, development tools, ERP and CRM applications into global financial accounts, including Bank of America, Charles Schwab, and Franklin Templeton. As an account rep I exceed my sales quota each year.

Education

General Assembly, Denver

UI/UX 5 certificate of completion / 10 week intensive course

University of California, Santa Cruz *(yes, the mighty banana slugs)*

BFA Graphic Design / Visual Communication

University of Iowa, Iowa City

BA Business Administration

International Buiness Certificate

Institute for American Universities, Avignon France

Specialized in International Business, proficiency in French

Personal Skills

- I enjoy building and maintaining trusting relationships with co-workers and diverse interest groups through listening, clear communication, and dependability.
- I create a nurturing environment for the creative process to flourish through trust, vulnerability and honesty.
- As a right-brain and left-brain thinker I understand business strategies and applying scientific methods to the creative process to solve problems.
- I am even-tempered which enables me to work well under pressure and meet challenging deadlines.

Technical Skills

Illustrator

Photoshop

InDesign

InVision

Sketch

Wordpress

Microsoft Office

Balsamiq

Creative Skills

Collaboration

Color Theory

Illustration

Typography

UI/UX Design

Photography

Copywriting