

eric pollari

GRAPHIC DESIGNER

Resourceful and adaptive designer with 12 years of experience constantly pursuing growth

contacts

973. 668. 8656

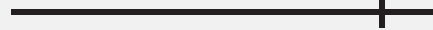
ericpollari@gmail.com

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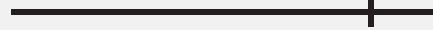
www.ericpollari.com

programs

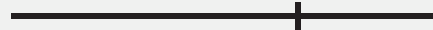
Adobe Photoshop



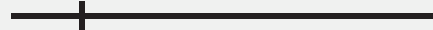
Adobe Illustrator



Adobe InDesign



Adobe After Effects



Boxshot 3D



Microsoft Office



Keynote



other proficiencies

Packaging

Branding

Print Design

Typography

Editorial Layout

3D Rendering

Packaging & Display Mock Up

Dye line Construction/Structure

Photo Retouching/Editing

Logo Creation

Line Drawing

Photography (minimal)

professional profile

GRAPHIC DESIGNER/PACKAGING SPECIALIST

Multipet International
2021 - Present • East Rutherford, NJ

As the lead designer for Multipet I am involved in every facet of our business. From managing the design department to working across sales and marketing to ensure the company has what it needs.

- Manage the company's design department and over-all aesthetic
- Lead in the creation of new packaging and point-of-sale displays
- Plan, co-ordinate, and acquire talent for photo-shoots
- Manage and liaise over 10 private label and licensed brands (listed below)
- Work directly with Product Development on new product features
- Obtain and co-ordinate with outside print resources
- Direct communication with overseas factories on packaging and displays
- Partner with the sales team to design/render new items to gain business
- Occasional Copy Writing
- Manage one designer

Private labels: Luvsome (Kroger), Vibrant Life (Walmart), Companion (Stop & Shop), Pet Envy, Catit, Made by Nacho (Bobby Flay), Play On (Pet Supplies Plus), Pawtown (Rite Aid), Thrifty (Rite Aid)

Licenses: Lambchop, Bowzer Meowzer, Gumby, Teletubies, Paddington the Bear, Mr. Bill

SENIOR GRAPHIC DESIGNER

OnTel Products Corp.
2014 - 2021 • Fairfield, NJ

Sr. Graphic Designer at one of the leading As Seen on TV companies, OnTel. I was a part of the OnTel team for almost seven years.

- Packaging Art & Die-Line Structure
- Retail Displays (PDQ's, Floor Stands, Pallets, End Caps)
- Photo-shoots (Planning, Shot Sheet, On Set Direction)
- Clamshell Color Cards & Hang Tags
- Photo-retouching & Clipping Paths
- Outside/In-house Design Management
- Sales Materials (Renderings, Sell Sheets, etc.)

FREELANCE GRAPHIC DESIGNER

Under Armour Association/High Major Sports.
2019 • On Location

Working in conjunction with photographers and videographers, I was hired as part of a small Graphics team to work on Social Media. Once the photographers captured their photos, we were to immediately download, edit/retouch, and create posts. Most specifically for Instagram. Using graphics and type treatments, I created graphics for posts featuring top players, games, and features for the events.

WEB DESIGNER

NewWebDesign.com
2013-2014

Responsible for any and all art materials produced by the company during my time at NewWebDesign. This included but was not limited to, websites (uncoded), business cards, brochures, and other stationary material.

GRAPHIC DESIGNER

R&R Sporting Goods
2010 - 2013 • North Arlington, NJ

Apparel Design. Creating vector art for heat pressed iron ons and screen printing. Optimized images for Amazon and team sites.

education

The Art Institute of Philadelphia • 2009 Graduate • BS in Graphic Design

INTERNSHIP

The Atlantic City Weekly Newspaper

- Newspaper Layout
- Photo-research and retouching
- Event Photography

CONTINUING EDUCATION

American Graphics Institute Advanced Photoshop Course Completion - 2017