

# Ted Erler

## Hybrid Visual Designer

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Portfolio site: <http://tederler.tedsandbox.org>

## Skills

- Web/Print Hybrid Visual Design
- HTML/CSS
- Wireframing
- Digital Photography
- E-mail Marketing
- Print Design/Production
- Typography
- Signage Design

## Tools

- Paper/Pencil
- Adobe Creative Suite
- Wordpress
- Bootstrap
- Sketch/Balsamiq
- Digital Camera
- Adobe Test & Target

## Soft Skills

- Psychology
- User Centered Design Process
- Information Architecture
- Basic JavaScript/jQuery
- Video Editing
- Website Defect Management
- QA Testing

## Quick Read

Hybrid visual designer well versed in print and digital design, with an eye towards User Centered, clean and simple design. I'm a true team player who loves collaborating and brainstorming. I enjoy keeping up with the latest trends in e-commerce, mobile-first, user experience design, based on research and analytics.

## Experience

### **HDSupplySolutions.com** July 2011 - May,2015

Web Designer - Design micro sites, landing pages, email campaigns, print campaigns. Develop A/B & multivariate analytic tests. Manage web site defects. Collaborate and brainstorm with marketing, design, and IT teams to provide digital thought leadership.

### **Non Profit Communications** July 2009 - Present

Web Designer - Design micro sites, print material. Collaborate and consult with stake holders to guide them through development.

### **The Island packet** Oct 1998 - Nov 2009

Graphic Designer - Design advertising, promotional campaigns, email campaigns, collateral pieces. Dedicated marketing designer working with VP Marketing. Photo shoots for Special Section Covers.

### **Chapman Warwick Advertising &**

### **Public Relations, Inc.** Aug 1992 - Aug 1995

Production Artist/Graphic Designer - assist in all aspects of print campaigns and collateral materials. Managed movie advertising accounts for Disney and MGM Studios in the San Diego market.

## Education

**Western Illinois University** - BA Communication Arts & Science

**Platt College** - Graphic Design Certificate

**CooperU User Experience Boot Camp** - UX Certificate

**HOW UX Conference** - Continuing education

## Highlights/Awards/Cool Stuff

- Worked on Hyatt Hotel's first marketing campaign to the gay community in San Diego, CA - 1994
- Employee of the year - 2008 - The Island Packet
- 2 Year Federal ROTC Scholarship Recipient - 1982
- Distinguished Military Graduate - 1984
- Numerous SC Advertising Association Awards
- Character Actor at Universal Studios - Harry Henderson, Barney the Dinosaur, and Frankenstein (no, I'm not kidding)