

ERIK HARTLEY

hartleyworking.com

 [linkedin.com/in/erikhartley](https://www.linkedin.com/in/erikhartley)

Training

Management Certification

July 23, 2014, lynda.com
Corporate Training Program

Skills

Art Direction

Design Management

Branding

Advertising

Marketing Design

Identity

Typography

Print Design

Business Collateral

Packaging

Trade Show Exhibits

Environmental Graphics

Web Design

User Interface (UX)

User Experience (UI)

Usability

HTML5

CSS3

Javascript

PHP

MySQL

Email Campaigns

Digital Ads

Social Media

Applications

Adobe Creative Suite

MS Office

iWork

Summary

Highly creative, dedicated professional with 15 years experience in branding, digital, print, and packaging design. Award-winning work and published designs across multiple creative disciplines. A collaborative team-member that strives to define a clear path to the best result. Exceptional problem-solver with the ability to quickly establish solutions and manage difficult schedules.

Education

Academy of Art University

MFA in Web Design & New Media; 2010 - 2014

WMU, Frostic College of Art

BFA in Graphic Design; 2000 - 2005

Employment

Hasbro; Senior Graphic Designer; 2020 - Present

Lead designer on digital-first initiatives, including digital visual strategy, gaming concepts and brand approach, online brand presence and user interface, social media design direction, and the strategy and development of new media toolkits. Brands: Littlest Pet Shop, My Little Pony,

HartleyWorking; Company Owner, Design Professional; 2005 - Present

Freelance branding, identity, print, packaging, and web design services. Brands: Hasbro, lynda.com, Seymour Duncan.

Academy of Art University; Adjunct Professor (Remote); 2018 - 2020

Web Design & New Media professor teaching User Experience (UX), User Interface (UI), typography, and graphic design.

Hasbro; Senior Graphic Designer; 2014 - 2020, 2012 - 2012, 2010 - 2011, Branding and packaging design. Managed and mentored small teams of junior staff, contractors, and freelancers. Directed photo shoots, developed brand guides, and created assets for trade shows, digital initiatives, and presentations. Brands: DreamWorks, Lucasfilm, Marvel, Overwatch, Sony Ghostbusters.

lynda.com; Marketing Design Lead; 2012 - 2014

Developed marketing assets in multiple categories for b2b and b2c needs. Designed mobile and desktop websites, email-campaigns, digital and social media advertising, trade shows, and business collateral. Managed contractors, freelancers, and international and local vendors.

Talbots, Inc; Art Director / Senior Web Designer; 2011 - 2012

Web design and development, including website, email-campaign, and digital advertising assets. Managed Front End Developer to deliver proper code and visual resources on schedule.

George P. Johnson; Graphic Designer; 2007 - 2008, 2003 - 2004

Developed exhibit, environmental, and experiential graphics. Brands: Adobe, Cessna, Columbia Records, DaimlerChrysler, DHL, General Motors, IBM, Mercedes, Motorola, RIM, Toyota.

DaimlerChrysler Corp; Graphic Design & Identity Specialist; 2004 - 2007

Intranet Design Lead. Solved complex design problems for in-house needs including identity and advertising work to promote internal interest groups.