

## ERIK HARTLEY

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## 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

User Experience

Usability

HTML

CSS

Javascript

PHP

MySQL

AS3

Email Campaigns

Digital Ads

### 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

### 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 - Present

Web Design & New Media professor teaching User Experience (UX),

User Interface (UI), typography, and graphic design.

### Hasbro; Senior Graphic Designer; 2014 - 2020

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 Trolls, 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.

### Hasbro; Package Designer; 2012 - 2012, 2010 - 2011

Brands: Equestria Girls, Mr. Potato Head, My Little Pony.

### 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.