

ERIKA DILLON

ART DIRECTOR / GRAPHIC DESIGNER

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401.301.3025 / PROVIDENCE / RI

PROFILE

Driven and passionate design leader who believes that collaboration makes all projects stronger. Strong eye for design with laser-focused attention to detail. Over 9 years experience in the industry with experience as a package designer, design manager, and art director.

EDUCATION

Rhode Island College / Providence, RI
Bachelor of Fine Arts, Graphic Design / January 2007
Magna Cum Laude

EXPERTISE

- Leadership / Mentorship
- Art Direction
- Package Design / Development
- Presentations to Team Members and Executives
- Conceptualization / Ideation
- Project Management / Prioritization
- Collaboration Across Teams
- Illustration / Hand Lettering

PROGRAMS

ADOBE ILLUSTRATOR



ADOBE PHOTOSHOP



ADOBE INDESIGN



MICROSOFT EXCEL



MICROSOFT WORD



MICROSOFT OUTLOOK



EXPERIENCE

Aquent, Senior Graphic Designer

Boston, MA / April 2016 – Present

Hasbro, Inc.: Senior graphic designer on the girls' development team for Baby Alive packaging. Conceptualize and execute packaging designs for all new products. Refresh carry forward products within new line looks. Responsible for managing multiple packaging projects through Hasbro Far East and vendors. Art direct photographers to develop lifestyle and product photography for packages. Work collaboratively with the brand designer and marketing team to develop sophisticated packaging in the toy market.

Lunar Creative Co., Creative Director

Providence, RI / 2011 – present

Independent designer and lettering artist working with creative entrepreneurs across the country. Provides brand development, logo development and ideation, product design, and social media design for clients. Develops relationships with various vendors to provide a high quality customer experience. Clients range from independent wedding stationers to personal trainers to non-profits.

MOO, Design Services Team Manager, MOO for Business

Providence, RI / February 2014 – April 2016

Responsible for leading a team of 7 designers in the Providence and London offices. Implement custom design services for the MOO for Business team which include design process and presentation. Design and develop the M4B specific sample pack across all product offerings. Collaborate with the MOO Creative Team, providing cross-functional support between teams. Develop team processes to improve accuracy and efficiency in all projects. Communicate with Account Managers to develop and design business stationery packages for M4B clients.

Aquent, Contract Graphic Designer

Boston, MA / November 2013 – February 2014

Hasbro, Inc.: Package designer on the girls' development team for the FurReal Friends line. Conceptualize and execute packaging designs for all new products. Responsible for managing multiple packaging projects through Hasbro Far East and vendors. Art direct photographers, illustrators and other contractors to develop and design packages within the FurReal Friends line look.

Boston Warehouse, Graphic Designer + Product Development

Norwood, MA / May 2010 – November 2013

Responsible for conceptualizing and producing all packaging for Boston Warehouse line items. This includes designing 5-10 new line looks per catalog. Product design and development including ceramic table top items and kitchen gadgets. Project lead on a multitude of projects including: the Boston Warehouse packaging redesign initiative, the Boston Warehouse + Farberware Cleaning product line, and the Boston Warehouse website redesign. Also responsible for all marketing and sales material for various projects.

PVD Lady Project, Creative Director

Providence, RI / December 2011 – March 2013

Design and develop all branding materials for the PVD Lady Project. Materials include logo, event invitations, website, online publications. Worked with other directors and designer to create the PVD Lady Project Holiday Gift Guide 2012. Collaborate with designers and illustrators to design event invitations.

New Balance, Freelance Graphic Designer

Boston, MA / June 2009 – August 2009

Design POP displays, technical posters, and web graphics following New Balance brand guidelines.

Aquent, Contract Graphic Designer

Boston, MA / September 2007 – June 2009

Kayem Foods, Inc.: Implement the new brand standards for Kayem across all materials. Materials include product packaging, sell sheets, posters and environmental signage.

CVS/Caremark: Design and manage weekly circular. Work with production team in proofing files and preparing for press. Redesign layout for market testing.

Hasbro, Inc.: Packaging designer on the girls team, specifically for Littlest Pet Shop. Concept and design packaging for toys while designing within the segment line looks. Concept new line looks for already existing brands and new product lines. Manage design work between RI and Hong Kong. Research trends within the fashion and toy industries to inform new designs.