

Erik Peter Kirkegaard Skoglund

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Creative, detail-oriented designer with over a decade of experience in collaborating with clients to meet their goals.

Experience

Freelance Graphic Designer

2/04–present

Logo design, business cards, event collateral, web design, custom lettering

- Designed 100+ page photo book for Virginia Theological Seminary
- Designs striking invitations & collateral for weddings & other events
- Developed logos for math & science curriculum

Senior Graphic Designer at CRAFT—Washington, DC

8/18–2/21

Print collateral, branding, integrated ad campaigns, event materials, apparel

- Stayed on as first long-term remote employee when I moved out of state
- Conceptualized & designed high-caliber graphics for national brands including Verizon, Expedia, International Paper, Association of Equipment Manufacturers, etc.
- Frequently assisted other designers with design & software questions
- Quickly advanced from temporary role to full-time hire at a more senior level
- Drove visual direction for a high-profile advocacy campaign, including an ambassador box which drastically improved based on my recommendations

Graphic/UI Designer at Miracle Systems—Arlington, VA

4/17–6/18

Branding, print collateral, mobile app UI design, web design & development

- Developed brand standards for Dynos mobile app & Miracle Systems
- Wrote & edited for brochures, flyers, social media, proposals, & other materials
- Worked as graphic design subject matter expert with business development team to produce compelling graphics for federal contract proposals
- Coordinated with federal clients & internal stakeholders to design materials that effectively communicated targeted messages around emergency management

Senior Digital Designer at AFFIRM—Pewaukee, WI

2/12–7/16

Creative direction, vendor oversight, brochures, posters, billboards, web design & front-end development, mobile app design, email, online & print ads

- Frequent direct client interaction to craft solutions to fulfill their goals
- Directed & managed vendors while collaborating across internal groups to derive the best results via engaging, effective, well-designed solutions
- Designed two ADDY award-winning mobile apps to promote safe driving
- Identified & helped pursue many new opportunities with existing clients, improving client marketability, & generating additional agency revenue
- Transitioned the agency to a fully responsive web design process & HTML5 banner ad production rather than Flash for greater compatibility

Web Designer at Starkmedia—Milwaukee, WI

9/08–10/11

Web design & front-end development, email campaigns, sporadic copy editing

- B2C & B2B websites for healthcare, finance, law, yard care, fashion, etc.
- Honed photo retouching skills on work for a consumer-facing jewelry website
- Ensured client satisfaction via close cooperation with back-end developers

Assistant Graphic Designer at UW-Parkside—Kenosha, WI

6/06–9/08

Graphic design, layout, printing, occasional computer upgrades

- Redesigned logo for UW-Parkside Theatre Department
- Drove creative direction for outreach in 2008, including designing Viewbook
- Designed flyers for the University's well-regarded Foreign Film Series

Graphic Design Intern at CDW—Vernon Hills, IL

7/07–8/07

Layout, updating content within catalog templates, implementing edits

Skills

Design Applications

Photoshop, Illustrator, InDesign, Dreamweaver, Animate (Flash), Sketch

Web Technologies

HTML, CSS, Bootstrap, WordPress, Drupal, Joomla, DNN, etc.

Web Services

Google Analytics, WP Engine, Squarespace, Vertical Response, MailChimp, Constant Contact, etc.

Awards

With the team at Affirm

1 Silver ADDY (National)
1 Best of Show ADDY (District 8)
2 Gold ADDYs (District 8)
2 Gold ADDYs (AAF Madison)
4 Silver ADDYs (AAF Madison)

Education

BA, Art-Graphic Design & Web Design Certificate from UW-Parkside

Graduated 12/10

Volunteering

St. Paul's Episcopal Church

Vestry (board) member,
Coordinated website redesign

City on a Hill

Helped at monthly health clinics
in various (non-medical) roles

Elmbrook Church

Event collateral design,
Two humanitarian trips to Guatemala