

ERIC WAETZIG
creative professional
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PROFESSIONAL PROFILE

Adaptive designer with skills ranging from art direction to consulting. Creative and technical knowledge of Apparel Design, Web Design, Branding and Identity development. Sophisticated layouts through the use of imaginative graphics and unique type treatments. Resourceful professional with reliable creative process for problem solving.

EDUCATION

Art Institute of Atlanta, Atlanta, Georgia
Bachelor of Fine Arts in Graphic Design,
September 2005, GPA 3.7

PROGRAM USAGE

Quark Xpress
Adobe InDesign
Adobe Photoshop
Adobe Flash
Adobe Dreamweaver
Fontographer
Microsoft Products

SPECIALISED SKILLS

Custom Lettering
Poster Design
Apparel Graphics
Branding - Identity Dev.
Web Design
Creative Thinking

EXPERIENCE

David and Goliath, El Segundo, California
Advertising & Design, Sept. 2007 - Present
Concepting look and feel of campaign materials and collateral. Maintaining the established tone through print, outdoor, in store, viral, corp. website and banners. Developed, managed, and produced BRAVE clothing label to promote and fund non-profit organization.

Adamantium, Sayreville, New Jersey
Freelance Apparel Graphics, Aug. - Oct. 2007
Custom lettering and graphics for apparel. Created a debut lineup with and overlaying them that was complete with color ways and production ready.

Dirt Cheep Music, Atlanta, Georgia
Consulting, Web Design, Action Scripting and Programming, April-May 2007
Establishing a voice and creating an easy to use website which can be updated and maintained with ease. Developed user generated content and integrated in house advertising.

Radical Axis, Atlanta, Georgia
Freelance Action Scripting and programming, Feb.-Mar. 2007
containing html/css/javascript/php. Worked with art director to achieve a print like quality from a digital format.

Ecco Collective, Atlanta, Georgia
Freelance Identity Development / Consulting, Dec. 2006 - Apr. 2007
Developed an identity that is easy to maintain and work correctly in both hard and digital formats. Designed to attract the target audience and to set them selves apart from similar companies.

Hotwire Industries, Boston, Massachusetts
Freelance Design, Jan. - Feb. 2007
Assisted in the rebranding / identity development of ABC & ESPN "Saturday Night College Football".

Marie Marie Salon, Atlanta, Georgia
Freelance Web Design / Programming / Flash, Nov.-Dec. 2006
Designed and developed website to compliment the clients new branding. Also created a simple yet interesting flash portfolio.

Innov, Atlanta, Georgia
Creative Director / Senior Designer, October 2005-July 2007
Designing for web and print. Participate in client meetings to determine direction of project. Development of print and web materials.

Perfect Edge, Atlanta, Georgia
Freelance Graphic Designer, April 2005
Identity Development

IP Visual, Atlanta, Georgia
Freelance Illustrator, October 2004-2005
Recreating technical patent illustrations in vector format and labeled to spec.

HONORS, AWARDS, FEATURES

Waetzigdesign.com featured on Net Culture
Waetzigdesign.com Featured on G.O.U.W
Waetzigdesign.com added to Design Meltdown
Web Award Winner on DesignFirms.org for ciffal.com (January 2007)
Web Award Winner on DesignFirms.org for chinchinonline.com (July 2006)
Web Award Winner on DesignFirms.org for greenservices.com (May 2006)
Deans List (June 2002-present) Presidents List (June 2002-present)
Scholarship from Portfolio Contest

EXHIBITIONS

ATL Kicks Shoe show & Benefit, Atlanta, Georgia 2007
RuShoes - Custom designed Shoes to benefit coffee kids
Octane Coffee Bar Presents: Radical Axis, Atlanta, Georgia 2006
My Meow - Stencil on Canvas
The Art Institute of Atlanta Gallery, Atlanta, Georgia 2005
Social Awareness Poster "Learn to Read".
The Art Institute of Atlanta Gallery, Atlanta, Georgia 2004
Concept to Creation of debut magazine "Spraymount"