



## GRAPHIC/VISUAL DESIGNER

[www.ErikaBrittFeller.com](http://www.ErikaBrittFeller.com)

### PROFILE

Erika is an idea spreader: A manipulator of shapes and an illustrator of curiosity. She creates visually appealing designs as a way of organizing and distributing complex information. Some say, she has fallen down the rabbit hole one too many times. She says, it takes a lost mind to make a good story.

### CONTACT

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### SKILLS



### EDUCATION

- MASTER OF ARTS: CREATIVE ADVERTISING**  
NABA/ NUOVA ACCADEMIA DI BELLE ARTI, MILANO, ITALY
  - A joint initiative with Media Design School in Auckland, New Zealand.
  - Media Design School is New Zealand's most nationally & internationally awarded private higher education institute for the creative industries.
- BACHELOR OF SCIENCE: BUSINESS MANAGEMENT**  
FIDM/ FASHION INSTITUTE OF DESIGN & MERCHANDISING, LOS ANGELES, CA  
Magna Cum Laude  
Nominated for Business Management award
- ASSOCIATE OF ARTS: VISUAL COMMUNICATIONS**  
FIDM/ FASHION INSTITUTE OF DESIGN & MERCHANDISING, LOS ANGELES, CA  
Summa Cum Laude  
Nominated for Visual Communications award

### EXPERIENCE

- ART DIRECTOR/GRAPHIC DESIGNER**  
FRIDRICH & CLARK REALTY, LLC, NASHVILLE  
APR. 2021- CURRENT
  - Revised and updated the marketing tools for the company to reflect current design trends
  - Develop and implement creative vision for the visual elements of projects, as well as oversee the work of other designer
  - Create layouts and designs to provide marketing support for realtors in the form of brochures/flyers, emails, social media designs, logos, and magazines such as: NFocus, Luxury Homes, Today's Homes and more
- GRAPHIC DESIGNER**  
GIOVATTO ADVERTISING AGENCY, NEW JERSEY  
APR. 2019- MAR. 2020
  - Completed daily production work including updating print and digital advertisements to include new copy, campaign themes, layouts and other design elements to communicate creative concepts.
  - Collaborated with art directors, video department, and account managers to develop design strategies
- FREELANCE GRAPHIC DESIGNER**  
JAN. 2017- JULY 2020
  - Created the logo, packaging, website design, and accompanying graphics for a new coffee brand
- GRAPHIC ARTIST**  
LOS ANGELES REGIONAL SMALL BUSINESS DEVELOPMENT CENTER (SBDC)  
APR. 2014- JUNE 2015
  - Designed a variety of print and digital projects including: signage, web and print advertisements, printed collateral and promotional materials
  - Collaborated with Marketing Coordinator on implementing strategic marketing campaigns for multimedia usage