

ERIN GRIFFIN

She / Her

Portland, ME

Hi there! My name is Erin, I am 30 years old living in Portland, Maine. Currently I am working full time as a Website, Brand & Packaging Designer at Pulp + Wire.

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Personal Interests:



EDUCATION

BFA Visual Communications Design & Photography

Hartford Art School 2012 – 2016

Additional Courses

UDEMY AI Generation 3 Hour Course - 2023
General Assembly Website Design 40 Hour Course - 2023
UDEMY Website Layout 12 Hour Class - 2022
UDEMY XD 40 Hour Class - 2020
UDEMY After Effects 40 Hour Class - 2019
Quinnipiac Design Ethics Clinic - 2015
MASSART Photography Extensives - 2014

REFERENCES

Liz Lovasco

Past Coworker & Design Director | Pulp + Wire
Contact Info Upon Request

Rob Derry

Local Leaf Owner | Freelance Customer
Contact Info Upon Request

David Puelle

Past Manager & Director | Puelle Design
Contact Info Upon Request

Cami Wolff

Account Coordinator | Freelance Customer
Contact Info Upon Request

SOFTWARE

Adobe Suites

Indesign, Illustrator, Photoshop, XD, Bridge, Lightroom
After Effects

Website Design / Execution

Shopify, Wordpress, Figma, XD

Additional Programs

Canva, Gsuite,

EXPERIENCE

Website, Brand & Packaging Designer

Pulp + Wire 2021 – Current

CPG Brand Creation from nothing to a full brand with guidelines, color swatches, typography, primary assets & secondary elements.

CPG Packaging Design from scratch or rebranding. Front of pack creation & back of pack creation while following industry standards for FDA approved food, beverage, and cannabis products.

Print Production of dielines for food and beverage creations. Updating dielines, NFPs, following FDA standards. Has experience working with matte, gloss, metalized film and gradient finishes. Has worked with compostable materials. Trade show displays & POS stand up signage.

Website Design hosted on Shopify and Wordpress. Full website creatives, maintaining uploads and updates for brands on the back end, and production for the development process.

Management of younger designers on branding, website and internal creative projects.

Brand Graphic Designer

Brickell Men's Products 2021

Packaging Design for 3 skincare sub brands under the Brickelle umbrella including Eight Saints, Tiger Baby and Brickell Men's Products. Following FDA industry standards for skincare. Updating products over time and new product packaging creation.

Print Production of dielines for all 3 sub brands products, updating existing dielines upon need, file set up for all new products.

Email & Website Design covering the 3 brands, photography, copy editing, and creative choices. Website maintenance, sku, sale, and image updates.

Graphic Designer

Puelle Design 2017 – 2021

Working in both print and digital design, including ski resort (Boyne Mountains) maps, brochures, posters, and brand collateral. Logo design & campaign management for new projects within the Boyne brand. Trade show displays, interior design, environmental design, food and beverage packaging. Creation of brands/projects in many different 'lanes' such as healthcare branding, consumer packaged goods, furniture magazines, tshirts for events, and presentations to novels.

Print Production of dielines for all projects, start to finish for each project.

Junior Graphic Designer

Nic + Zoe 2016 – 2017

Intern Designer helping Design Director with a few projects, 3 days each week.