

Eric Smoldt

765.414.3945 esmoldt@gmail.com www.ericismoldt.com

Senior Graphic Artist

I have been a professional graphic artist for over 20 years, and I love what I do! I have worked for corporate clients such as McDonald's, Caterpillar, and Elgin Sweeper Company, as well as colleges and universities. My creativity is not just limited to graphics, however. I really enjoy making processes more efficient and user-friendly. When I started as a graphic designer, at Purdue University, I designed and built a solution, using FileMaker, to track the specific time invested in a project (designing, writing, revisions, etc.). During my time with Discovery Park at Purdue, I customized this database so I could use it to track projects and initiate/track print quote requests with external vendors. At Purdue Recreational Sports, I introduced and customized a Microsoft SharePoint project management solution that allows clients to initiate projects, review proofs, and always know the status of their job. With a volume of well over 1,000 marketing projects per year, this functional use of technology allows me to spend more time being creative and less time making sure the project list is in order.

Areas of expertise include:

Web Design

Adobe Dreamweaver
Bootstrap
CSS
html 5
Mobile First Design
SEO

Illustration & Photography

Adobe Photoshop
Adobe Illustrator
Adobe Light Room
Illustration
Photography
Photo Manipulation

Print Design

Adobe InDesign
Adobe Acrobat
Binding and Finishing
Large Format Printing
Offset Printing
Printing Estimates

Project Management

FileMaker Pro
Cascade Server
Content Management Systems
File Structures
Project Time Lines
Relational Databases

Professional Experience

Purdue University, College of Engineering, Composites Manufacturing & Simulation Center

Director, Visual Communication

2016–Present

Purdue University, Division of Recreational Sports

Assistant Director, Visual Communication

2009–2016

Purdue University, Discovery Park, Energy Center

Marketing and Communication Specialist

2007–2009

Purdue University, Marketing Communications

Graphic Designer

2005–2007

Goshen College

Graphic Designer

2004–2005

Des Moines Area Community College

Senior Graphic Designer

2001–2004

Commercial Sector

Art Director, Business Owner, Graphic Designer, Illustrator

1995–2000

Education

Judson University, Department of Art and Design, Elgin, IL

Bachelor of Arts, Visual Communication

1995

Technical Skills

Proficient on the Mac with an in-depth knowledge of Mac OS X. Advanced skills in Adobe Illustrator CC, Photoshop CC, InDesign CC, Dreamweaver CC, Acrobat DC, Microsoft Office 2013, FileMaker Pro 10, etc. Knowledgeable of Apple diagnostic issues, as well as Appletalk networks. Also comfortable working on the PC in a Windows environment.