



Edwin James Hunzeker III

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Summary:

Progressively responsible in creative development, graphic design and art direction. Accomplished and detail-oriented creative leader with years of experience in a fast-paced production environment. Excellent organizational and communication skills, with a track record of achieving notable results working independently as well as part of a team.

Industry Knowledge:

Advertising, Animation, Branding, Collateral, Creative Problem Solving, Design Thinking, Graphic Design, Interpersonal Skills, Layout, Logo Design, Marketing Strategy, Online Advertising, Photography, Product Design, Web Design, Time Management, Typography, UX/UI, Video Editing, Visual Identity

Tools & Technologies:

After Effects, Animate, Creative Cloud, Dreamweaver, HTML/HTML5/CSS, Illustrator, InDesign, Keynote, Mac, MS Office (Word, Excel, PowerPoint and Outlook), PC, Photoshop, Sketch, Wordpress, XD

Experience:

Freelance | XFL - Graphic Designer | Remote | 2020 - 2020

- Apply expert understanding of design fundamentals with experience building layouts using typography and composition
- Design print, digital, posters, event materials, digital ads and social media while remaining flexible through revisions and keeping a keen attention to detail.

Freelance | Scorch - Senior Graphic Designer | Remote | 2019 - Present

- Lead quick-turn projects across all design disciplines including packaging, digital, social and marketing toolkits.
- Manage assigned tasks to ensure quality and timely execution of various deliverables associated with multiple projects at one time

Action Advertising - Graphics Production Manager | Atlanta, GA | 2007 - 2019

- Promoted five (5) times throughout tenure - Freelancer, Production Artist, Graphic Designer, Senior Graphic Designer, Graphics Production Manager
- Instituted emerging technologies into the agency's creative arsenal, focusing on operational efficiency and amplifying potential impact to clients' business
- Increased design profit margins by 11% by hiring and training a staff of design professionals, resulting in a reduced dependence of outside creative firms
- Developed eye-catching animated banner ads that adhere to all social media branding guidelines and overall increase views, plus click-through rates to client websites
- Built multiple monthly event templates for direct mail, email marketing, collateral, video, web, and mobile, starting with logo design, font/typography selection, and color palettes
- Led development of a holistic brand standard system to objectively and consistently communicate design rationale for all creative briefs
- Collaborated with Account Executives to develop accurate core materials that supported the overall messaging strategy

Kids ScoreCard - Creative Coordinator | Orlando, FL | 2004 - 2007

- Created all sketch, wire-frame, prototype and visual mock-ups
- Assisted sales team by building customizable assets used in sales presentations

EA Sports Tiburon - Quality Assurance | Orlando, FL | 2005 (3-month contract)

- Researched, identified and addressed imperfections in video games by using creative testing processes
- Wrote step-by-step instructions on how to create flaws in video games

Education:

Full Sail University - Degree in Digital Media | Orlando, FL | 07/04 - 08/05