

EDDY STEIGERWALD

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QUALIFICATIONS

Marketing Design
Branding
Art Direction
Consumer Design
Business Identity Design
Typography
Photo Editing
Illustration
Digital Asset MGMT
Interactive Design
Font Management

COMPUTER SKILLS

Macintosh
PC
Photoshop
Illustrator
InDesign
Dreamweaver
Microsoft Office
XMPie
uProduce
uStore
Figma

EDUCATION

Edinboro University
BFA: Applied Media Arts
Concentration: Graphic Design

Minors:
Saxophone Performance
German
Psychology

Ready Automotive Marketing, Braintree, MA

Graphic Designer

- Designed high-profile, consumer focused, strategic marketing products for the automotive industry.
- Using Variable Data Print (VDP) marketing, I worked from design concepts, to finalized designs with Adobe Creative Suite.
- Integrated graphic design, data, XMPie, and uProduce to create marketing materials branded specifically to each client, focused on the intended consumer.
- Using DirectMail.io, created landing pages and emails for campaigns.
- Created Plan files in XMPie, writing code used to tag the text and graphics that pull from the data specific to the client/consumer.
- Mentored and trained designers on best design practices/technical skills with Adobe Creative Suite, and the complexities of XMPie and VDP.

Volly, Woburn, MA

Sr. Graphic Designer (2018- 2021)

- Designed printed marketing products and client-branded online stores, that utilized Variable Data Print (VDP) to create a personalized marketing experience for multiple clients, adhering to their individual brand guidelines.
- Rebranded multiple clients, and assisted clients in their rebranding direction.
- Troubleshoot complicated interactive UX/UI design solutions for the clients.

Vistaprint, Waltham, MA (2007-2017)

Promoted from Jr. Graphic Designer to Graphic Designer to Sr. Graphic Designer

- Designed best-selling products for Vistaprint's store.
- Relying on marketing data, I was integral in setting up new product initiatives.
- Created over 2000+ design families (consisting of 5-25 individual products.)
- With numerous design limitations, I designed products to accommodate personalization by the consumer.
- Led design projects providing critical art direction while mentoring employees on design techniques/software.
- Cultivated relationships with key stock photography vendors and maintained a knowledge of their legal requirements.
- Managed the Digital Asset Management database of stock photography, enabling productivity and cost savings of about \$50k per year.
- Worked cross-functionally to reduce costs and maintain a smooth workflow from vendor to designer.

Ripcho Studio, Cleveland, OH (2009)

Art Director

- Provided art and photography direction on projects to enhance the company profile, as well as photo retouching and print design.