

Eddy Steigerwald

Senior Graphic Designer and Art Director

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Eddyisdesign.com

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WORK EXPERIENCE

Senior Graphic Designer

Aug 2023 - May 2025

Ready Automotive Marketing | Boston, Massachusetts, United States

- 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.

Senior Graphic Designer

Aug 2018 - Aug 2021

Volly | Woburn, Massachusetts, United States

- 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.

Clients included: Citizens Bank, Santander, Huntington Bank, Sierra Pacific Mortgage, Regions Mortgage, Republic Bank, Union Bank, Paramount Residential Mortgage Group Inc. (PRMG).

Sr. Graphic Designer

Aug 2014 - Dec 2017

Vistaprint

- 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.

Jr. Graphic Designer

Aug 2009 - Aug 2014

Vistaprint

Designing marketing materials for small businesses and consumers alike.

Art Director

Mar 2009 - May 2009

Ripcho Studio

- Provided art direction on numerous projects which enhanced the company profile.
- Worked on photo retouching, yearbook design and photography direction.
- Trained numerous employees on design tools and practices.

Production Artist

Jan 2007 - Sep 2008

VistaPrint

CORE SKILLS

Strategy Alignment, Campaign Development, Digital Designs, Creative Briefs, Marketing Design, Color Theory, Photo Art Direction, Artistic Direction, Pre-press, Product Design, Image Editing, Vector Illustration, Branding, Mac, PC, Adobe Creative Suite, Microsoft Excel, Microsoft PowerPoint, XMPie, uProduce, uStore, PowerPoint, Management, Problem Solving, DirectMail.io

EDUCATION

PennWest Edinboro (Formally known as Edinboro University of Pennsylvania)

BFA Graphic Design

Minors: German, Psychology, Saxophone Performance

LANGUAGES

German (*intermediate*)

INTERESTS

Music, psychology, art, languages, acting, handyman projects, discovering random knowledge