



ERIN GIPFORD

GRAPHIC DESIGNER

CONTACT

715.307.1541

ERINGIPFORDFREELANCE@GMAIL.COM

WWW.ERINGIPFORDFREELANCE.COM



SUMMARY

Over 15 years of experience in the Graphic Design field. From catalog design and layout to social media graphics, I have done it all. My challenge driven attitude and friendly outgoing personality make me a great candidate for any of your future projects.

I have in depth knowlege both on the creative and technical aspects of graphic design. Plus, I am AWESOME :)



EXPERIENCE

GRAPHIC ARTIST - MARKETING

SMEAD MFG. CO. | HASTINGS, MN | DEC 2012 - PRESENT

- Assist product managers from concept to design of new product packaging, photography and marketing materials.
- Catalog layout and design
- Create all digital and printed marketing materials (flyers, web banners, box stuffers, brochures, catalog ads)
- Manage and update, internal and external, product image libraries.
- Create all digital and printed marketing materials
- Send and receive artwork files from outside vendors
- Create line art product illustrations for box labels

FREELANCE GRAPHIC ARTIST

CURTIS 1000 | HUGO, MN | MARCH 2008 - PRESENT

- Generate camera ready vector artwork from customer supplied files and layouts
- Send and receive customer art files and job instructions via email and DropBox
- Consistently meet 24-hour deadlines

PRODUCTION ARTIST

BIC, APP | RED WING, MN | NOV 1999 - NOV 2012

- Generate camera ready vector artwork from customer supplied files and layouts
- Size and manipulate artwork to fit on production drivin templates using Adobe® Illustrator
- Color adjust 4 color process artwork for digital and offset printing
- Communicate with customers via phone, e-mail and fax to ensure end product quality
- Problem solve by offering alternative artwork layouts to customer
- New employee training
- Cross train and become proficient in other departments such as pre-entry, order processing, and proofreading
- Attend and participate in weekly department team meetings.



PORTFOLIO

DIGITAL PORTFOLIO: www.ErinGipfordFreelance.com



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EDUCATION

GRAPHIC DESIGN TECHNOLOGY - AAS DEGREE
DAKOTA COUNTY TECHNICAL COLLEGE | 1998 - 2000



SOFTWARE KNOWLEDGE

- Photoshop
- InDesign
- Illustrator
- Premiere
- WordPress
- Bridge
- LightRoom
- Acrobat Pro
- Microsoft Word
- Canva



RANDOM FACTS

- I've owned and operated a successful portrait & wedding photography business since 2002
- I ran Grandma's Marathon (26.2 miles) in 2012 with a finishing time of 4 hours and 42 minutes
- I have never had a bad review from an employer
- I have two beautiful children ages 10 & 14
- I recently ventured into the blogging world and... I love it
- I literally THRIVE on being challenged



REFERENCES

MY CLIENTS ROCK!

Please, feel free to contact any of the clients listed below.

- **Brent Black**
Owner, The Panama Hat Company
808-262-2892
bbb@brentblack.com
- **Mari Anne Snow**
Principle, SophiaThink and Sophaya
(401) 286.9828
msnow@sophiathinkconsulting.com
- **Kim Schlinger**
General Art Manager at Curtis 1000, Inc.
866.206.3334 ext. 1851
kschlinger@curtis1000.com