

ERIN REITER

erinreiter.com
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(760) 450-7278

ABOUT ME

Production artist with a strong graphic design and fine art background. Compliments creative team's culture with a positive, open-minded attitude.

SKILLS

Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Adobe Acrobat
MS Word

EDUCATION

THE ART INSTITUTE
OF CALIFORNIA – SAN DIEGO
Bachelor of Science
Graphic Design

PROFESSIONAL EXPERIENCE

FREELANCE

2005–PRESENT

Graphic Designer/Production Artist

H&P Mobile Geochemistry Inc. (since 2005): Designs logos, flyers/postcards, apparel graphics, technical diagram illustrations, convention booth displays. Discusses materials and pricing with clients, vendors and printers

KB Home (since July 2016): Illustrates community topography maps. Communicates with KB Home marketing team and community managers

Cornerstone Communities (since April 2018): Builds and edits brochures

WESSELS & ASSOCIATES, ENCINITAS, CA

AUGUST 2017–PRESENT

Production Artist/Graphic Designer

Designs and produces print collateral
(*magazine/newspaper ads, brochures, outdoor billboards, in-store signage, product packaging*)

Designs and produces sport/concert venue exterior/interior graphics

Lays out TV commercial storyboards, frame graphics design/typography

Builds and designs static/animated web banners and emails

KB HOME, LOS ANGELES, CA

JANUARY 2011–JULY 2016

Production Artist

Illustrated and updated model home and sales office graphics
(*topography maps, billboards, wall art*)

Laid out and corrected print collateral
(*flyers, door hangers, postcards, posters, magazine/newspaper ads*)

Edited static and animated web banners

Modified emails/eflyers in Adobe Dreamweaver

Cleaned up and prepared files for print and web

DOGWOOD PUBLISHING INC., LOS ANGELES, CA

JUNE 2010–DECEMBER 2010

Graphic Designer/Fine Artist

Hand-painted canvases, wall decals, and other resale wall art

Scanned and color-corrected hi-res art in Adobe Photoshop

HD SUPPLY, SAN DIEGO, CA

NOVEMBER 2009–MARCH 2010

Graphic Designer/Production Artist

Laid out catalogue text and images in Adobe InDesign

Communicated with product vendors

AARTPACK INC., BOSTON, MA

JULY 2007–MAY 2009

Graphic Designer/Production Artist

Designed brochures, book covers, textbook and workbook layouts, logos, t-shirt graphics, and city pro bono collateral

Sketched concepts for commissioned illustrations, created digital illustrations in Adobe Illustrator and directed photo shoots

Met with clients and publishers to brainstorm and discuss projects

THE KEN BLANCHARD COMPANIES, ESCONDIDO, CA

APRIL 2006–JUNE 2007

Production Artist