


# ERICA ILLE

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## PROFESSIONAL SUMMARY

I am an enthusiastic creative who is eager to contribute to team success through hard work, attention to detail and excellent organizational skills. I know how to tell a story through visual elements that meet strategy standards on multi-media platforms. Motivated to learn, grow and excel in the Advertising industry.

## SKILLS

- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Adobe XD
- Adobe Premiere
- Adobe After Effects
- Adobe Animate
- Microsoft PowerPoint
- UX Design
- Photography (Canon/Nikon)
- Lighting Skills

## EDUCATION

Oklahoma State University  
Stillwater, OK • 05/2007

**BFA:** Graphic Design  
Minor in French

## WORK HISTORY

### Provista - Senior Brand & Creative Manager

*Irving, TX • 03/2021 - Current*

- Lead creative direction and brand management across all Provista collateral, ensuring alignment with brand guidelines for digital and print assets including brochures, trade show materials, sales presentations, RFPs, email, social media and web.
- Develop visual strategy and oversee execution for internal events such as AKO, Summer Sales, and corporate functions.
- Write scripts and art direct videos for Provista's AKO event and culinary content for the hospitality division.
- Manage Envi-branded collateral and support Vizient-branded creative for non-acute markets.

### Eyemart Express - Senior Art Director

*Farmers Branch, TX • 01/2020 - 03/2021*

- Mentored junior artists on creative processes.
- Managed all video and photography equipment for the art department, so that we were able to cut costs and create an in-house studio.
- I worked closely with the Marketing team to create an in-house brand of men's frames, VOLO. It has become the best-selling brand and best performing social campaign to date.

- Working with the customer relations manager, I also created a series of emails to reach customers in-between their store visits, thereby increasing sales both in-store and online by 8%.

### **Eyemart Express - Art Director**

*Farmers Branch, TX • 07/2014 - 12/2019*

- Developed art and design concepts for multiple campaigns.
- Carefully prepared all design layouts into prepress files for offset, web and digital printing.
- Collaborated with production on task list creation to meet overall project goals on time.
- Created new brand standards for Eyemart Express, including a revised logo, new store design, and spokespeople for commercials.

### **Military Sales & Service - Senior Graphic Designer**

*Dallas, TX • 02/2009 - 03/2014*

- Developed collateral such as display, marketing and packaging materials to support product branding strategies.
- Coordinated, created and scheduled content, designs and periodic updates to company website.
- Cultivated positive relationships with 30+ clients by maintaining an 85% satisfaction rate.
- Lead photographer for product & lifestyle shoots.