



ERIK S. LEIB

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EXPERIENCE

2/2018–Present

Visual Designer, POW Interactive

- Develop user experience flows and visual design for Morgan Stanley's internal Next Best Actions platform.
- Present user stories to agile team leaders using inVision prototypes for rapid product development.
- Build data visualizations to convey complex financial information at-a-glance to Financial Advisors.
- Created and maintain the branding and visual standards for the POW Presentation Deck.

6/2016–1/2018

Digital Designer, Brunnerworks

- Presented the visual design and UI kit to Duct Brand clients for the update of the T-Rex Tape website.
- Created and produced a series of video ads for LaRosa's 2017 Flatbread Campaign that exceeded all sales goals on social media, while also generating a following of Mark LaRosa in the Cincinnati, OH area.
- Concepted and executed multiple visual content series that drove engagement rates across all social media channels for YellaWood, LaRosa's Pizzeria, and Field & Stream.
- Selected by ownership to be part of the creative team for multiple new business opportunities.

4/2015–5/2016

Student Marketing Manager

- Oversaw six student assistant graphic designers providing area specific training, assigning marketing requests, ensuring that deadlines for projects were met and work was completed to departmental standards.
- Implemented a new open critique policy as part of the creative process for student designers.
- Was selected as lead creative for the first ever redesign of the Student Union website using DotCMS.
- Created a visual design template for interactive touchscreen signage using Four Winds content manager.

8/2014–8/2015

Student Graphic Designer, SRWC

- Developed identities and marketing collateral for special events at the Student Recreation and Wellness Center (SRWC).
- Designed and produced large format info graphics displayed throughout the SRWC.
- Collaborated with other student designers on campus-wide wellness projects.

6/2014–9/2014

Graphic Design Intern, WhiteSpace Creative

- Worked on accounts including Yellow-Roadway Corporation, Akron Marathon, and Kent State University.
- Developed print and web projects from initial concept and mood board to final art and production.
- Designed targeted advertising for social media platforms including Facebook, Twitter, and Google Plus.

EDUCATION

The University of Akron—Akron, Ohio

Bachelor of Fine Arts, Graphic Design

University of Mount Union—Alliance, Ohio

Bachelor of Arts, Sport Business

The University of Roehampton—London, England

Sport, Commerce and Culture in the Global Marketplace

PROFESSIONAL SKILLS

Adobe Creative Suite

Microsoft Office

Motion Graphics

User Experience

User Interface

Storyboarding

Illustration

InVision

Sketch

DotCMS (Content Management System)

HTML

CSS

AWARDS

2016 AAF Akron ADDYs

Gold Award Winner

VOLUNTEER WORK

PRSA Pittsburgh Renaissance Awards 2017

Created award show identity and collateral pieces for print and web.

Dance Marathon 2015

Developed marketing including identity, business cards, and marketing collateral.

Create-A-Thon 2014

Worked on new marketing material for Access to Success (A2S).

LEARN MORE

Portfolio eriksleib.com

LinkedIn [linkedin.com/in/eriksleib](https://www.linkedin.com/in/eriksleib)

Personality app.plum.io/profile/eriksleib

Social [instagram.com/esl90](https://www.instagram.com/esl90)