

Eric Rohr

Senior graphic artist in higher education communication

CONTACT

ecrohr1@gmail.com

PORTFOLIO

www.ericrohrdesign.com

EDUCATION

University of Wyoming

BS Journalism

2000

Visual arts study

2003

Rolling Stone

Editorial intern

1999

ADDITIONAL SKILLS

Book design

Line editing

Proofreading

Interviewing

Creative writing

Screenwriting

Visual arts

SOFTWARE

Mac OS

Windows

InDesign

Illustrator

Photoshop

PowerPoint

Word

Pages

Final Draft

EXPERIENCE

Senior Artist

UC Davis College of Agricultural and Environmental Sciences

2007–2014

- Served leadership, development, departments, admissions, institutes
- Supported gift solicitation, proposals, engagement, stewardship
- Designed and co-planned semi-annual alumni magazine with team of writers
- Visualized themes and created collateral for college events, donor outreach
- Provided dean with presentation templates, correspondence, reports
- Helped academic staff to clearly communicate complex research to public
- Produced cost-effective brochures, publications, mailers, displays
- Devised cohesive brand identities within parameters of university style
- Consulted on projects for web unit, central communications, partner clients
- Guided projects through vendor bids, production process, printing
- Maintained database of images, graphics, digital media
- Art directed and coordinated photo shoots

Graphic Artist

Wyoming State Parks and Cultural Resources

2004–2007

- Developed department brand identity and marketing strategies
- Designed publications, brochures, flyers, advertisements
- Created website concepts for department, governor

Graphics Editor

Wyoming Tribune-Eagle

2002–2004

- Designed features, front page, major news events, special sections
- Shaped daily look of newspaper alongside senior editors
- Researched and created infographics

Weekend Editor

The (Vacaville) Reporter

2001–2002

- Managed weekend copy desk staff
- Directed weekend breaking news coverage
- Designed front page, feature packages

Copy Editor/Page Designer

The Californian (an edition of the North County Times)

2000–2001

- Copyedited news stories and features
- Designed sections fronts, wire pages