

Erica Paoli

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Senior Graphic Designer & Art Director

with 15+ years of experience in agency, in-house, and freelance environments. Specializes in branding and packaging in the CPG, travel, and lifestyle spaces. Known as a collaborative visual storyteller with strong communication skills, an eye for detail, and a relentless drive to connect brand and business goals.

● Experience

Senior Graphic Designer at Darigold, Seattle, WA **April 2021 – Present**

- Designed and developed animations, packaging, in-store signage, print advertising, and digital display ads to drive brand awareness and sales.
- Launched new packaging for 75+ sku's of premium dairy products. Interpreted consumer research to influence designs.
- Created comprehensive brand guidelines and a 72-page document to ensure consistent and accurate usage of brand assets.
- Conceptualized Ultra-Filtered Lactose Free Milk category design, improving consumer testing scores by 63% over prior design.
- Designed digital ads and point-of-sale materials to drive sales. Examples include Kroger onsite digital ads that increased click through rates by 106% and "The OG Milk" shelf talker system, resulting in a 6% sales lift in a 12-week period.
- Presented creative concepts to Marketing Director and Head of Consumer Products and provided brand consultations to marketing partners and agencies.
- Standardized file naming structure, established file storage architecture, overhauled creative asset archives, and documented archiving process. Accelerated marketing and creative resource research hours by 75% as a result.
- Managed freelance production designer and art directed freelance graphic designer, ensuring timely delivery of on brand creative.

Freelance Graphic Designer **June 2018 – Present**

- Designed logos, packaging, websites, mobile, branding, and print projects for clients in manufacturing, public relations, healthcare, non-profit, and energy sectors, among others.
- Won new business through referrals and repeat customers, enabled by high client satisfaction.

Art Director at Augustine Agency, Roseville, CA **January 2015 – June 2018**

- Art directed and designed print, digital, and video projects for clients in the tourism, food & beverage, and foodservice industries.
- Crafted comprehensive brand guidelines that included brand strategy, creative strategy, visual identity usage standards, and brand applications across channels and mediums. Developed client-facing brand presentations and consulted on brand assets.
- Created all marketing materials for Avocados From Mexico's retail programs and annual Superbowl promotion. Delivered logos, signage, retailer-facing media, brochures, print & digital ads, and sales materials. Won gold Addy Award for sales toolkit.
- Concepted, storyboarded, and art directed TV commercials and videos for North Lake Tahoe. Resulted in extensive media buy including CBS Sports during the Women's World Cup and Spartan Races, increasing brand awareness and consideration.
- Collaborated with key stakeholders on design and art direction of Yosemite Mariposa County's 360° Animal Campaign. Aided in brand development and designed logos, complex photomontages, print ads for Sunset Magazine, and targeted digital advertising, resulting in a 2.5% increase in revenue 6 months from launch.
- Collaborated with project manager to define processes and document workflows, enabling agency efficiencies.
- Provided creative direction, feedback, and mentorship for 4 designers to uphold client brand standards and develop strengths.

● Education

BACHELOR OF SCIENCE (B.S.)

Graphic Design
California State University, Sacramento

● Skills

Advertising Campaigns
Art Direction
Animation
Branding & Brand Guidelines
Presentation Design
Creative Strategy
Email Marketing / e-Blast Design
Graphic Design
HTML / CSS
Illustration
Image Editing & Retouching
Packaging Design
POS (Point of Sale) Design
Print Production & Press Checks
Marketing & Collateral Design
Merchandise Design
Social Media Design
Storyboarding & Video Art Direction
Visual Identity Systems & Logo Design
Web & Digital Design

● Software

ADOBE CREATIVE SUITE

- After Effects
- Animate
- Illustrator
- InDesign
- Photoshop

FIGMA

GOOGLE WEB DESIGNER

KEYNOTE

MICROSOFT 365 (OFFICE)

- PowerPoint
- Word

PROCREATE

PROJECT MANAGEMENT SYSTEMS

- ClickUp
- Monday
- Smartsheet
- Toggl

SKETCH

SQUARESPACE

WORDPRESS

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● Experience Cont'd.

Graphic Designer at VSP Vision Care, Rancho Cordova, CA **January 2014 – January 2015**

- Conceptualized and produced aesthetically pleasing and effective print and digital marketing collateral for internal and external global audiences.
- Maintained brand integrity for global lines of business across print and digital media.
- Designed email templates to communicate benefits to 80M+ customers worldwide.

Art Director at Honey Agency, Sacramento, CA **June 2012 – October 2013**

- Led design and art direction for Cupcake Vineyards millennial-focused wedding program. Created B2C and B2B materials including website, social media content, contest graphics, retail POS, print collateral, and sales tools.
- Headed team of designers and developers to create client websites from robust sitemaps and wireframes through design and launch.
- Partnered with cross-functional teams to establish agency workflows and processes and oversaw full project lifecycles for client initiatives.

Senior Graphic Designer at EMRL, Sacramento, CA **February 2007 – April 2012**

- Developed and produced creative for diverse B2B and B2C retail, non-profit, and government initiatives. Scope included branding, digital marketing, OOH advertising/outdoor, tradeshow materials, and copywriting.
- Designed and oversaw development of websites, digital advertising, email, and social media campaigns.
- Delivered extensive digital photo re-touching and enhancements for retail clients.
- Collaborated and negotiated with print vendors, prepared print-ready files, and performed press checks and quality control.

● Select Clients

B2B SERVICES

- Centrica Business Solutions

CPG / FOOD & BEVERAGE / RETAIL

- Avocados From Mexico
- California Prunes
- Darigold
- Ginger Elizabeth Chocolates
- Mission Tortillas
- Superior Farms Lamb
- Temple Coffee
- The Wine Group

GOVERNMENT / NON PROFIT

- Sacramento Regional Transit
- Sacramento Works Job Center
- WEAVE (Women Escaping A Violent Environment)

REAL ESTATE / MANUFACTURING

- Gutterglove
- Heller Pacific
- LoftWorks

TRAVEL / TOURISM

- Lake Tahoe
- Napa
- Yosemite

● Awards

ANNUAL CO-OP

COMMUNICATIONS AWARDS

1st place, Cover Design

3rd place, Annual Report

3rd place, Infographic Design

Darigold

GOLD ADDY AWARD

Art Direction, brochure single unit

Avocados From Mexico

Foodservice Toolkit Brochure

MOOOVER & SHAKER AWARD

Recognized for contributions and demonstration of perseverance

Darigold

TEST, DON'T GUESS AWARD

Recognized for being an Agile Marketing Hero

VSP