

# Erica Theis

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## DESIGN EXPERIENCE

August 2021 – **Firestarter Collective**

present **Lead Creative**

Worked with a diverse client roster of entrepreneurs to create captivating visual brands for growing businesses.

Responsible for brand creation and implementation, directing in house resources as well as contractors to roll out consistent identities across each client's key touchpoints.

July 2018 – **Integral Ad Science**

July 2021 **Senior Graphic Designer**

Responsible for maintaining and evolving the IAS brand identity, leading most design projects in European and Asian markets, and assisting with North America.

Worked closely with a global marketing team of 50 to brand proprietary events, design publications, promote product launches, and develop advertising campaigns.

November 2016 – **MiQ** (formerly Media iQ)

June 2018 **Graphic Designer**

Designed marketing materials in a variety of media, including product manuals, pitch decks, landing pages, infographics and event spaces.

Participated in a global rebrand project to completely re-imagine the company's visual identity, taking primary responsibility for the logo, iconography, and photography guidelines.

January 2016 – **Momentum Nutrition**

September 2016 **Marketing Designer** (contract)

Created brand identity, packaging, and promotional materials for three fitness related supplement lines.

November 2014 – **Spongecell**

January 2016 **Interactive Production Designer**

Worked with advertisers and their creative and media agencies to design, storyboard and build rich media ad units using Flash and HTML5.

## OTHER WORK EXPERIENCE

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December 2010 – **Opera Mediaworks** (*now AdColony*)

February 2014 **Ad Operations Analyst**

Supported sell-side clients regarding campaign optimisation, audience targeting, AdMarvel SDK features, and ad network management.

## EDUCATION

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May 2010 **University of California, Berkeley**

**BA, Studio Art**

Concentrations in printmaking and illustration

## SKILLS

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*software* Adobe CC (Illustrator, Photoshop, InDesign, AfterEffects), Sketch, PowerPoint

*other expertise* HTML/CSS, WordPress, illustration, Italian language