



Ed Kersh

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eROI—Senior Designer (2015 - 2018)

Jordan Brand + Nike SB Lead

- Design and art direction on all campaign emails for seven retail seasons.
- Reach of over 1 million consumers with consistently strong engagement, including high-heat launches like the Air Jordan XXXI and Space Jam Collection.
- Designed and pitched a style guide based on the air.jordan blog and other digital properties.
- Collaborated directly with brand teams to align on goals and visual creative.
- Mentored and trained junior designers to support design load.

Taco Bell Lead

- Design and art direction on Taco Bell's site + app relaunch messaging and monthly marketing sends, including the viral Web of Fries campaign.

Other clients & responsibilities

- Lead design on pitches to Converse and other businesses that resulted in full partnerships.
- Designed and strategized modular transactional emails for Nike Global & NIKEiD.
- Co-lead Creative Review with the art director.

Yellowhammer Creative—Freelance Designer (2014 - 2015)

Created branding for a restaurant and an app startup. Illustrated screen-printed posters and t-shirts for a bar and a roller derby team.

Better Eating Foods—Freelance Designer (2014 - 2015)

Created branding and packaging for a healthy foods startup, including logo exploration and package mockups across several products and lines.

Rogue Ales & Spirits—Designer (2011 - 2014)

- Created and maintained bottles & packages for all of Rogue's products.
- Designed marketing materials (product books, buysheets, posters, signage, menus & merch.)
- Directed & edited product photography.

Emogen Marketing Group—Designer (2009 - 2011)

Created clever print ads and animated commercials for local clients.

Education

MFA in Graphic Design

Louisiana Tech University
Graduated Summa Cum Laude 2011

BFA in Graphic Design

Auburn University
Graduated Magna Cum Laude 2008

Skills & Proficiencies

Photoshop, Illustrator, Indesign, After Effects, Sketch, Office & Google Apps.
Digital printing & scanning, laser cutting, vinyl cutting & application, screen printing.
Fine arts processes such as woodworking and book binding.
Strong communication skills. Neat & organized.