



Ed Kersh

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eROI—Senior Designer (2015 - 2018)

Jordan Brand + Nike SB Lead

- Design and direction on all campaign emails for nine retail seasons
- Consistently strong engagement and sales numbers, including high-heat launches like the Air Jordan XXXI and Space Jam Collection
- Collaborated directly with brand teams to align on goals and visual creative
- Trained and mentored junior designers to support design load

Taco Bell Lead

- Design and 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
- Wireframed and supported design for iQ Credit Union's website redesign
- Co-lead daily Creative Review with the art director

Freelance & Contract Design (2014 - current)

- *Yellowhammer Creative*—Branding for a restaurant and an app startup, illustrated screen-printed posters and t-shirts for a popular bar and a roller derby team
- *Better Eating Foods, llc*—Branding and packaging for a healthy foods startup, including logo exploration and package mockups across several products and lines
- *Enjoy the Weather*—Poster design for TEDxPortland
- *Other clients*—Klamath Basin Brewing, Root Mortgage, Neurolex, Greeley Grindhouse

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, Powerpoint, Keynote & 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

Other things

Consultant art director for Beacon Quarterly magazine
Submission screener for the Portland Film Festival
Official sketch notes artist at 2017 Litmus Conference San Francisco
Winner of Beverage World 2014 Soda Packaging of the Year