

# ERIN KERR

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[kerrdesigns.net](http://kerrdesigns.net)

## EDUCATION

BFA, Graphic Design  
University of  
Massachusetts Lowell  
GPA 3.8, Dean's List

## SKILLS

### Adobe Suite

Photoshop  
Illustrator  
InDesign  
After Effects  
Lightroom  
Premiere Pro  
Bridge  
XD  
Express  
Dimension  
Animate

### Technical Skills

HTML & CSS  
WordPress  
SquareSpace  
Figma  
Shopify  
TargetBay  
Constant Contact  
Audacity  
Axure  
DSLR camera

## AWARDS

- ◊ Student Advisory Board  
January—April 2023, UML's  
Marketing Department

## RELEVANT WORK EXPERIENCE

### Graphic Designer

Emanio Creative Agency / August 2023 – Present

- ◊ Project management from conception through execution
- ◊ Designed print & digital deliverables, ensuring brand consistency
- ◊ Nurtured client relationships & collaborated to reach design goals
- ◊ Lead presentations of design work & responded to feedback
- ◊ Revamped email marketing campaigns & increased click rate by 67%
- ◊ Collaborated & coordinated with copywriters, printers, and web developers to deliver final products to clients in a timely manner

### Photographer

University Relations UML / October 2022 – May 2023

- ◊ Photographed live events & staged scenarios for socials & website
- ◊ Designed motion graphics content for social media
- ◊ Ideated conceptual media campaigns & implemented them
- ◊ Coordinated scheduling between contacts for photo shoots

### Graphic Design Intern

Office of Multicultural Affairs UML / June 2022 – August 2022

- ◊ Created informational brochures, fliers, banners etc
- ◊ Balanced long term & short term design projects
- ◊ Introduced design concepts to non-design team members

### Media and Visibility Intern

Student MASSPIRG / February 2021 – May 2021

- ◊ Developed media strategy for Clean Act campaign
- ◊ Developed graphics adhering to brand guidelines
- ◊ Managed a team of 5-10 volunteers

## ADDITIONAL WORK EXPERIENCE

### Technical Officer

Off-Broadway Players UML Theater Co. / December 2019 – May 2023

- ◊ Assembled and managed a production team (10-15 designers)
- ◊ Acted as a liaison between actors and production team
- ◊ Consulted on budget decisions