

## Eric D. Fescenmeyer

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Portfolio: <http://efportfolio.ourboyyflynn.com/DOWNLOADS/efPortfolio-5C.pdf>

### Career Highlights

Created and launched the 264 product Rubbermaid painting line – from concept to final art to quality control that excels at communicating the important and useful information easily to the consumer.

Implemented the web presence for Lavelle industries' brands – both consumer and OEM – which eventually drew in 75% of all new business.

Managed numerous vendors in several countries to ensure congruency across all products, ensuring the brand's unity and quality.

### Experience

#### **Design Director**, Imagine, Inc. Kenosha, WI October 2005-Present

Branding development and management for both B2B and B2C clients; well-founded creative and concepting; research; project and vendor management; and manufacture and process analysis; innovative and original packaging design; illustration and photography. Assure quality and urgency of delivery of finished products with vendors

Implement and enforce branding strategies within product categories, including portfolio management and review. Includes creation of corporate ID manuals

Develop and/or refresh brand concepts for clients based on strategy and research based on product position, updates and forecasting. Includes Skil/Bosch, Insinkerator & Snap-on Tools.

Supervise the creative team in the processes of concepting and development of client projects.

Manage marketing and packaging projects from concept to delivery in collaboration with product development, manufacturing, purchasing and vendors including analysis of materials and cost to market within overall project budgets

#### **Packaging and Graphic Designer**, Shur-Line, a division of Newell Rubbermaid St. Francis, WI Sept.2003-Oct. 2005

Project management; Brand and identity management and maintenance; B2C and B2B package concept design and production; illustration and photography; and vendor management

Managed and maintained design and brand consistency across product lines, including development of corporate identity standards packaging and sales materials. Includes the design portfolio for Rubbermaid, Ace, Do it Best and Sears

Supervised marketing and packaging projects in collaboration with manufacturing, purchasing and vendors

Created marketable and effective package designs and sales materials that produced results for the company

Directed photographs and created illustrations for packaging and marketing materials

Assured quality and timeliness of delivery of finished products with vendors

#### **Graphic Designer**, Lavelle Industries, Inc. Burlington, WI June 2000-Mar 2003

Project management; B2C and B2B package concept design and production; Web site design; implementation and maintenance; collateral and advertising design; copywriting; project and vendor management; identity and brand management; and illustration and photography

Project management, including vendor and deadline management, with an eye toward consistent quality.

Created corporate advertisements, packaging and collateral materials, including copywriting, proofing and production

Designed architecture and image of consumer and OEM Web sites, including implementation and maintenance.

### Awards & Further Study

2009 Graphic Design USA American Packaging Design Award - ECHO Power Tools Packaging

2008 Good Design Award - Bosch Lithium-Ion Extension Packaging

2006 Exclusively Yours Show House Moen Faucet Competition, 5th place.

2004 IDSA Power Drawing Seminar

### Education

University of Wisconsin-Milwaukee Milwaukee, WI | B.A., Graphic Design and Fine Arts, June 2000

### Technical Experience

Platforms: Windows, Linux, and Mac

Applications: Microsoft Office Suite including Word, Excel, PowerPoint & Access, Adobe PhotoShop, Illustrator, InDesign and Acrobat; Quark Xpress; CorelDraw; Macromedia Dreamweaver