

# Resume

## eric d. fescenmeyer

118 E. North Ave., Milwaukee, WI 53212  
Ph: 414.651.3404 | ef@ourboyleft.com  
Portfolio: <http://efportfolio.ourboyleft.com/>

### Career Highlights

Created and launched the 264 product Rubbermaid painting line – that excels at communicating important information easily to the consumer.

Implemented the web presence for Lavelle Industries' consumer and OEM brands. This site eventually drew in 75% of all new business.

Managed numerous vendors in several countries to ensure consistency across all products, ensuring brand unity and quality within budget.

### Awards & Further Study

2010 Graphic Design USA American Packaging Design Award: Skil Power Tools Packaging Redesign

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

### Experience

**Design Director**, Kassen, LLC, Milwaukee, WI May 2011 to Present  
Brand strategy creating marketing communication materials; managed creative vision, and brand image of distinction for B2B and B2C clients; project management; marketing communication materials; CMS website and on-line materials design; managed outside vendors including photographers, copywriters and printers to maintain consistency and quality of brand vision.

Lead creative direction, conceptualizing, and design development  
Maintained quality creative standards and cost efficiencies by ensuring that all projects were on strategic target with concepts, designs and production.  
Strong client-facing communication & presentation abilities  
Effective communication of design intents through sketching, visualization, 3D software and prototyping skills

**Design Director**, Imagine, Inc. Kenosha, WI October 2005 to May 2011  
Implement and enforce branding strategies within product categories. Includes creation of corporate ID manuals, portfolio management and review.  
Develop and/or refresh brand concepts for clients based on strategy and research. Includes Bosch, Insinkerator, Wells Lamont and Snap-on Tools.  
Supervise the creative team in the processes of conceptualizing and development of client projects.

Manage marketing and packaging projects in collaboration with product development and vendors. Including analysis of materials and cost to market.

**Packaging and Graphic Designer**, Shur-Line, a division of Newell Rubbermaid St. Francis, WI September 2003 to Oct. 2005  
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 and Sears  
Supervised marketing communications and packaging projects in collaboration with manufacturing, purchasing and outside 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

### Education

University of Wisconsin-Milwaukee -Dual B.A., Graphic Design and Fine Arts

### Technical Experience

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