Erin Taylor

GRAPHIC DESIGNER

Seasoned Graphic Designer with 20 years of experience, adept in AI content creation with Midjourney and proficient in Adobe Creative Suite. Proven expertise in print design, photo retouching, and digital press operation, ensuring high-quality production and color accuracy. Seeking to leverage extensive background in graphic design and passion for generative AI artistry in a Generative AI Artist/Graphic Designer/Photo Retoucher role.

Expert Skills

Adobe InDesign	Midjourney	Word
Adobe Photoshop	Chat GPT	Excel
Adobe Illustrator	Gemini	PowerPoint

Contact

🌐 portfolio: etdesigns.biz

📞 614-394-3899

✉ etdesigns614@gmail.com

in https://www.linkedin.com/in/erin-taylor-a7ab7b14b/

Awards

- LinkedIn Top 100 AI for 2024
- Neural AI finalist in Dextforce Competition

Work Experience

ETDESIGNS614
Freelance Design | 2004-Present

- **HMT Associates** - Design engaging banner ads for major brands including Tropicana and Nintendo, showcased on prominent retail websites such as Amazon and Walmart.
- **Hank Kabel Sarcoma Foundation** - Develop a wide array of marketing materials, including business cards, flyers, and brochures, catering to diverse advertising needs.
- Employ Midjourney AI for creative content generation, contributing to innovative pet sitting services and fashion design competitions.

AMERICAN SIGNATURE FURNITURE
Production Artist/Graphic Designer | 2018-2024

- Prepared print-ready files for marketing materials, including Look Books, point-of-sale signage, and advertising circulars.
- Enhanced advertising reach by redesigning run-of-paper ads to meet international publication specifications.
- Collaborated with retouchers on image enhancement, including pathing, masking, and light retouching, ensuring high-quality visual presentation.
- Kept a good working relationship with all vendors
- Set up circular template and filled in information provided by merchants

ADVANCE PRINTING AND GRAPHICS
Lead Digital Press Operator | 2014-2018

- Managed multiple digital printers concurrently, achieving strict deadlines and maintaining high workflow efficiency.
- Assisted with finishing operations, including book binding, coiling, and utilizing various machines for booklet creation and material preparation.
- Conducted quality assurance measures, such as color correction and final product evaluation, to meet precise customer specifications and reduce rework.

MINUTEMAN PRESS
Lead Graphic Designer | 2014-2014

- Developed a suite of marketing materials tailored to client specifications, ensuring brand consistency and customer satisfaction.
- Managed operations during manager's absence, encompassing responsibilities from commercial printing to implementing mail merge techniques for efficient customer mailings.

TOP USA
Graphic Designer | 2006-2012

- Transformed existing brand logos into visually compelling designs suitable for promotional materials, adhering to client brand guidelines and aesthetic preferences.
- Utilized expertise in typography and design principles to enhance visual communication and brand identity for multiple company promotional products.

Certifications

Gen AI and Digital Transformation, MIT
Prompt Engineering for ChatGPT, Vanderbilt University
AI Essentials, Google

Education

OHIO UNIVERSITY
Athens, Oh
BS Environmental Geography

BRADFORD
Columbus, Oh
Graphic Design