

Eric Atkinson

SENIOR GRAPHIC DESIGNER

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Multidisciplinary graphic designer with 9+ years of experience designing Brand Systems, Print and Physical Production, and Campaign and Digital Design. With a background in taking unaligned briefs from strategy into final production.

CORE SKILLS

Brand Identity | Campaign Design | Creative Strategy | Environmental Graphics | Editorial Design
Graphic Design | Layout Design | Merchandise Design | Prepress | Presentation Design | Print Design and Production | Project Management | Stakeholder Management | Social Media Content Design
Web Design and Front-End Development | Visual Systems

PROFESSIONAL EXPERIENCE

City of Beaumont: Digital Media Specialist, City Communications | August 2024 - Present

- Support 14+ departments, including Executive Suite and City Council, as the in-house designer across 3 social media platforms, 5 websites, print materials, campaigns, and an annual event.
- Curate and manage the City's visual identity by recovering the brand standards, centralizing assets, correcting visual drift, and reinforcing appropriate use through education.
- Design and lead visual direction for the 2024 and 2025 State of the City events, evolving the brand through themed designs including marketing, environmental assets, presentations, apparel, and publications. The 2024 event had 35 sponsors, attendance increased by 60%, and online viewership grew from the previous year's 158 to over 6,000.
- Extended 2025 Bond visual identity, established by an outside agency, into a coordinated public-information campaign including web, social, bilingual print, signage, and cinema advertising. A high-performing proposition post reached 76,804 views and 1,038 interactions.
- Design and layout executive publications and presentation decks, including proposals, Legislative Agenda, department budgets, and the 44-page City Manager's Annual Report. The report presented the City's 14 departments' accomplishments, went through 3 content-driven layout revisions, and was adapted as a slide deck.
- Develop campaign materials for Transit programs including Advertising Partnerships and Summer Student Riders across print and digital applications, promoting free K-12 transportation. During the campaign, the buses saw a 22% increase in ridership from June to August.
- Create and prepress environmental large-format graphics including freestanding banners, backdrops, branded canopies, wall graphics and signage.
- Design transit maps through multi-file production, including a route map in Adobe Illustrator with layers and components for continued revisions, then linked to a brochure layout designed in Adobe InDesign. Files are packaged for print and published online. The map has been used for 2 route realignments and 3 route proposals.
- Create content, collaborate on videos, and assist in managing social media platforms; Facebook interactions increased 74% and watch time increased by 793% since I joined the team.

Freelance Designer: Independent | 2017 - Present

- Design graphics ranging from brand identities for clients including podcasts, charity organizations, and businesses to marketing collateral, streaming assets, and merchandise mockups.
- Manage client relationships and facilitate strategy workshops to align competing priorities and clarify direction through listening, probing questions, and guided design and brand exercises.
- Design apparel for organizations and teams from collaborating with clients on concepts, designing vector and raster artwork and coordinating with printers to meet production requirements. This included 25 designs for the Raiderettes, a legacy drill team, from 2017 to 2025.
- Design e-commerce storefronts including product-photo retouching, site graphics, and CMS structures that let owners maintain product descriptions and inventory.

Woodville ISD: Design Teacher / Yearbook Advisor | August 2020 – August 2024

- Directed a staff of 11 through four annual publications, setting design strategy, managing photography and editorial assignments, critiquing layouts, establishing deadlines and milestones, sourcing assets, providing art direction, and facilitating team cohesion.
- Managed prepress and publisher handoff for each book, checking for safe areas and gutters, color, linked assets, pagination, spread order, printed proofs, and final corrections.
- Coordinated photography for 400 subjects, coverage for student activities and sports, and graduation videography and photography for 4 years.
- Created promotional marketing for digital and print, with sales increasing by 15% each year.
- Mentored roughly 100 “designers” a year on graphic design, digital media, and game design through projects requiring them to create briefs, take “clients” through the design process, explain design decisions, provide and respond constructively to feedback, iterate, adapt to unseen challenges, and finalize delivery. 50% of students received one or more Adobe Certifications.

TOOLS

Creative Cloud | Illustrator | InDesign | Photoshop | Premiere Pro | Figma | Microsoft 365 | WordPress

ADOBE CERTIFIED PROFESSIONAL

Visual Design | Illustrator | Photoshop | Premiere Pro

EDUCATION

DeVry University: Summa Cum Laude | 4.0 GPA

Bachelor's Degree: Multimedia Design and Development, with a specialization in Graphic Design

SELECT RECOGNITION

Texas Association of Municipal Information Officers (TAMIO)

- State of the City – 1st Place for Best Civic Engagement Event, 2026
- City Manager's Annual Report – 2nd Place for Best Report, 2026
- Beaumont Beat – 1st Place for Best Multimedia Podcast, 2025 and 2026

TABLETOP AND GAMING

- GM games organizing schedules, creating props and game aids, managing group dynamics, and tailoring stories. Ran a biweekly campaign for 9 teen players over 9 months through to conclusion.
- Developed game prototype with card layouts, factions, suit and gameplay iconography, playmat layout and information design, visual identity, and packaging and merchandise mockups.