

ERIC ATKINSON

Senior Graphic Designer

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Multidisciplinary designer with 9+ years of experience across in-house, freelance, and publication environments. Experienced translating established creative direction and complex communication needs into cohesive, production-ready design, particularly when a brand or campaign needs to work consistently across digital and physical applications.

CORE SKILLS

Brand Systems & Visual Identity · Brand Application & Extension · Campaign & Marketing Design · Typography & Layout · Ecommerce & Digital Merchandising · Web & Digital Design · Image Retouching & Compositing · Presentation & Deck Design · Editorial & Information Design · Event & Environmental Graphics · Sales & Sponsorship Collateral · Design Systems & Templates · Print Production & Prepress · Localization & Versioning · Cross-Functional Collaboration · Project Management & Prioritization

PROFESSIONAL EXPERIENCE

City of Beaumont — Digital Media Specialist, City Communications | Aug. 2024–Present

- Serve as an in-house designer to City leadership and 14+ departments, independently solving visual communication needs across concurrent projects while balancing brand requirements, stakeholder input, deadlines, and production constraints.
- Maintain and extend the City's established visual identity across departments and applications, helping keep visual communication consistent as needs evolve.
- Develop reusable templates and adaptable asset systems for recurring, versioned, and bilingual communications.
- Designed the visual direction for the 2024 and 2026 State of the City programs and applied each across campaign promotion, sponsor-facing materials, executive presentations, and the live event environment; the 2024 event drew 800+ attendees, 35 sponsors, and 6,000+ recorded views.
- Extended consultant-established creative direction for the 2025 bond education campaign into a coordinated public-information system; its top proposition post reached 76,804 views and 1,038 interactions.
- Design executive presentations and long-form communications including the City Manager's Annual Report, Legislative Agenda, and departmental budget materials, turning dense or frequently changing information into clear visual narratives.
- Manage design and visual content across multiple City web properties, creating page layouts, graphics, and reusable assets, while using Figma for select site concepts and design work.
- Design large-format and environmental graphics for City events, recruiting, and public engagement, including branded canopies, event backdrops, freestanding displays, and other physical promotional applications.
- Create and publish time-sensitive public-information and media communications, including notices, service updates, resident messaging, and assets distributed to local news outlets.

Freelance Designer — Independent | 2017–Present

- Designed the ecommerce storefront for Kim’s Touch of Elegance, including product-photo retouching, category imagery, site graphics, and an inventory structure the owner can manage.
- Created identities and supporting materials for HeroClix community clients Clix Masterminds and Red White & Clix, including merchandise, event promotion, and sponsor-facing collateral.
- Own client relationships across identity, web, event, and merchandise projects, shaping briefs, presenting recommended directions, and coordinating with clients and production vendors.
- Produced approximately 25 apparel designs for the Raiderettes from 2017–2025, preparing vector, raster, and source artwork for printer production.

Woodville ISD — Design Teacher / Yearbook Advisor | Aug. 2020–Aug. 2024

- Directed an 11-person yearbook staff through four annual publications, managing assignments, critique, photography, layout, fact-checking, deadlines, proofing, and final quality control.
- Managed prepress and publisher handoff for each book, reviewing bleed, safe areas and gutters, color, linked assets, pagination, spread order, printed proofs, and final corrections before commercial production.
- Created promotional and sales materials for yearbooks and senior advertising as yearbook sales grew approximately 15% annually during the program.
- Taught graphic design, digital media, and publication production through critique-led project work, coaching students to explain visual decisions, respond constructively to feedback, iterate, and carry work from concept through final execution.

TOOLS

Adobe Photoshop · Illustrator · InDesign · Premiere Pro · Figma · Microsoft 365 · WordPress

ADOBE CERTIFIED PROFESSIONAL

Photoshop · Illustrator · InDesign · Premiere Pro · Visual Design

EDUCATION

DeVry University: Summa Cum Laude · 4.0 GPA

Bachelor’s Degree, Multimedia Design & Development, with a specialization in Graphic Design

SELECTED RECOGNITION

Texas Association of Municipal Information Officers (TAMIO)

- State of the City — 1st Place, Best Civic Engagement Event, 2026
- City Manager’s Annual Report — 2nd Place, 2026
- Beaumont Beat — 1st Place, Multimedia Podcast, 2025 | 2026

GAMING AND TABLETOP COMMUNITY

- HeroClix player since 2008; former local venue organizer and regional tournament competitor as part of a competitive team, placing 4th at a state tournament in 2026.
- Attended Chupacabra Con for five years, including as a VIP, regularly participating in convention play alongside writers and designers from the Savage Worlds community.
- Regular online D&D player and home-group GM, running multiple tabletop RPG systems.