

# Ethan Norton

Multimedia Designer

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## Experience

### Made By Nacho

Graphic Designer

3/23–Present

- Supporting various teams within Chef Bobby Flay's cat food company designing a broad range of digital and print assets.
- Produced and update a PDP refresh for the full line of 71 skus, over 800 slides, for the webstore, Amazon, and all other digital sales outlets.
- Partner with the CMO and innovation to design standard setting packaging for a new premium canned food line that has added skus annually and who's look was also adapted to update the kitten can line.
- Team with sales and marketing to create print ready annual sales catalogs, trade show booths, backdrops, banners, and floor stickers.
- Design banners and digital assets for e-commerce, update packaging, produce shelf talkers and pdqs for third party retailers, manage asset library, and honor and foster the brand image in everything I do.

### Freelance Designer

6/19–Present

- Independently manage a broad range of design projects including brand identity, packaging design, digital and print marketing, banner ads, motion work, photo touch up, and web design for national brands, small business, and start ups.

### Redbud Brands

Graphic Designer

2/21–2/23

- Partnered with the tight knit team at Napjitsu, a start up supplement brand, working with marketing and sales on day to day creative needs.
- Designed, iterated, and optimized static and motion based organic social media campaigns and paid advertisements.
- Produced a multi channel marketing campaign for Nap Day with email blasts, social posts, and video breakouts that contributed to an 80% increase in webstore traffic over a 3 day period.
- Worked cross functionally to create sales materials used to open 1200+ new doors and supported the launch with on brand product info sheets.
- Designed new store announcements for socials, regularly edited and color corrected influencer testimonial videos, and created assorted digital assets for marketing and e-commerce support.

### MetroWest Nonprofit Network

Freelance Designer

6/19–1/21

- Thrived autonomously providing services for the MWNN's network of nonprofits. Contributed to brand refreshes, designed new collaterals, assisted with presentations, and created assorted marketing materials.

### MetroWest Nonprofit Network

Design Intern

1/19–5/19

- Designed a new brand identity and updated collaterals with the Executive Director used to introduce her hopes and vision to the BoD.
- Provided design services for the MWNN's network of nonprofits.

## Education

Framingham State University  
2015–2019

BA in Communication: Integrated Visual Media, *cum laude*

## Software

### Adobe:

After Effects | Illustrator | InDesign | Photoshop | Premiere | XD

### Other:

Blender | Figma | Microsoft Office | Webflow