

ERIK ZAIKOWSKI RESUME

VISUAL & PRODUCT DESIGNER | MANCHESTER, NH

erik@erikzdesign.com | 978.764.0182 | [Portfolio](#)

Skills

Brand & Visual Identity
Art Direction
Creative Direction
Design Systems
User Interface Design
Prototyping
Presentation Design
Motion Graphics
Illustration
Print & Packaging
Design Thinking
User-Centered Design

Education

UMASS Dartmouth
BFA Graphic Design/Letterform

University of New Hampshire
UI/UX Design

Toolkit

Illustrator
Photoshop
InDesign
After Effects
HTML/CSS
Wordpress
Webflow
Figma
Framer

Contact

Work samples and project details available upon request and I look forward to working with you.

Portfolio | erikzdesign.com

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Phone | 978.764.0182

Visual & Product designer based in Manchester, NH with over 15 years of experience helping startups, agencies, and enterprise teams turn business ideas into scalable creative solutions. Collaborates with marketing, sales, and product teams to shape brand and digital experiences, visual identity, and inbound campaigns across the full lifecycle, from concept through execution. Designs at the intersection of new technology, traditional design, and evolving relationships with creative thinkers across industries including healthcare, martech, SaaS, AI, cybersecurity, real estate, ecommerce, hospitality, voice technology, finance, and more.

Experience

SafeRide Health | Visual Design Lead & Product Designer | 2023–Current*

Technology-driven medical transportation software company. Joined SafeRide during a rebrand and was responsible for the evolution of its new visual identity. Expanded a foundational brand guide into a cohesive visual system across product, web, and marketing, enabling consistent brand execution across teams. Currently translating product wireframes into high-fidelity branded prototypes, producing scalable templates, component libraries, and structured design systems that support the product team. Creating inbound campaigns, sales enablement materials, executive presentations, and technical diagrams across marketing, HR, and C-level leadership teams.

Orbita | Marketing & Product Designer | 2015–2023

AI-powered virtual assistant healthcare company. Hired at inception to establish its visual identity and collaborate with the founder and CEO on brand strategy. As the company grew and the technology evolved, led two rebrands and collaborated on a third under a new CMO, ensuring consistent execution across product and marketing. Delivered UI/UX design, marketing campaigns, executive presentations, and technical diagrams, while building scalable design systems and component libraries that unified brand and product experiences.

Ektron | Senior Creative Designer | 2010–2015

Enterprise web content management and digital experience platform. Led design for marketing, aligning visual identity across web, product, marketing, sales, and events to maintain a consistent brand presence. Operated with an agency style approach within a corporate environment, facilitating brainstorming and collaborating with writers, developers, and product leaders. Supported multiple marketing initiatives while presenting work directly to CMOs and stakeholders. Designed brand identities for three Ektron Synergy conferences and oversaw vendor art direction, sponsorship materials, social campaigns, and environmental graphics, while maintaining day-to-day creative production.

Visual Republique | Graphic Designer | 2007–2010

Creative agency; executed art direction, campaigns, and brand positioning for clients across finance, restaurant, real estate, manufacturing, and nonprofit sectors. Worked closely with the agency's two principals in a small, hands-on team, producing effective and diverse creative strategies while gaining experience in design execution and the business of creative work.

Select Engagements | 2015–2026*

In 2015, following the sale of Ektron, continued working with the founding team at their new company, Orbita.ai. Over time, trusted relationships with former colleagues led to recurring opportunities to design in various capacities as they moved into new roles. Managing these engagements alongside full-time commitments strengthened the ability to collaborate with large teams across multiple initiatives.

* Some work covered under NDA; samples available upon request