

ERIKA BELANICH

CONTACT

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 Henderson, NV
Open to relocation

EDUCATION

BS, User Experience

Western Governors University
2026

AAS, Graphic Communications

College of Southern Nevada
2016, 2024

Certificate, Publishing Arts

Seattle Central College
2012

HONORS

WGU Excellence Awards

- Prototyping and Iterating II
- Giving, Receiving, and Incorporating Feedback (2 awards)
- Business Simulation

SKILLS

Layout & Composition
Typography & Color Theory
Interface Design
Wireframing & Mockups
Print Design
UI/UX Principles
HTML & CSS
Usability Testing & QA
Technical Troubleshooting
Cross-Functional Collaboration

EXPERIENCE

CONTENT MANAGER & DESIGNER

NRT Technology | May 2018 – Present

- **Visual Design:** Design and customize branded digital games, promotional offers, product demos, and sales materials, including coupon books, trade show graphics, decks, and one-sheets.
- **Feature & Interface Design:** Design UX/UI solutions for new platform features and loyalty kiosk interfaces, partnering with the Product Manager and developers to improve existing experiences.
- **Campaign Configuration & Platform Expertise:** Build and launch campaigns in TouchPoint SaaS platform with reward logic, scheduling, and access controls; one of two team members with full platform configuration knowledge. Train clients and troubleshoot issues with development teams.
- **Design Implementation:** Use CSS to adjust campaign layouts and interface styling, and HTML for offer copy, dashboards, and printed vouchers.
- **Product Testing & Feedback:** Test new features, identify usability issues, and document design enhancements and technical bugs to support platform improvements.

OWNER / OPERATOR

Flashback Photo Bus | Oct 2022 – Jan 2025

- Created the brand identity, website, marketing materials, and custom photo templates for a mobile photo booth business serving weddings, corporate events, and trade shows.
- Ran the business end to end from a self-restored 1970 VW bus, including bookings, vendor coordination, event setup, and technical troubleshooting.

FREELANCE GRAPHIC DESIGNER

1923 Prohibition Bar & Minus5 Ice Bar | May 2020 – Oct 2024

- Designed digital and print promotional materials tailored to each venue's brand, atmosphere, and audience.

GRAPHIC DESIGNER

OfferCraft (Acquired by NRT) | Dec 2017 – May 2018

- Customized visual assets and reskinned interactive games to align with client branding or themes.