

ericatoyer

110 Dixwell Ave.
Quincy, MA 02169

781-771-3031
hello@ericatoyer.com
www.ericatoyer.com



With over ten years of experience in B2C and B2B marketing and interactive design, I bring organization, leadership and fresh ideas to every project I work on—large or small. Developing experiences, strategies and brands through great design continually provides me with experiences to learn from, a necessity in the constantly shifting market. What can I do for you?

Relevant Experience

June 2005 - Present

ericatoyer creative, LLC., Boston MA

Creative Director and User Experience Consultant

Working with clients to develop and execute user-friendly brand experiences including: websites, applications, identities, exhibit graphics, brochures, social media campaigns, and advertisements

Strategizing with clients to set clear, measurable marketing goals and maximize ROI

Providing social media guidance, assisting with account set up and graphic development

Designing and implementing user experiences for websites and applications: working with developers—individuals and teams—to ensure the design and development function harmoniously and accessibly

May 2010 - June 2012

BtB Marketing Communications, Raleigh NC

Graphic Designer

Developed websites, HTML emails and printed marketing collateral for B2B marketing campaigns

Cheerfully collaborated with account teams on a wide range of projects for nonprofit and corporate clients to deliver successful brand materials

Assisted Creative and Interactive Directors as needed including managing time-lines, production details, photography, image editing and file maintenance

July 2005 - August 2007, September 2008 - June 2009

SACKS Exhibits, Wilmington MA

Graphics Department Manager and Senior Designer

Directed the graphics department in a growing, fast-paced agency

Designed and provided art direction for custom interiors and exhibits of various scales, being mindful of ADA accessibility requirements when necessary

Managed client communication, vendor relations, production schedules, budgets and archives

November 2007 - September 2008

The Aerospace Corporation, El Segundo CA

Graphic Designer

Designed print and presentation media, also provided photo direction and press supervision

Managed internal teams and vendors to create top-quality pieces for a high-level corporation

Active participant in the 2007 corporate rebranding and client education

Education

2006 - 2007

Massachusetts College of Art & Design

Graphic Design coursework

2000 - 2005

Northeastern University

B.S. in Psychology,

Art minor coursework

(5-year Co-op Program)

Skills

Adobe Creative Suite:

Illustrator, Photoshop, InDesign, Acrobat

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Adobe Flash

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Quark (I've been doing this for a while)

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Microsoft Office: Word, PowerPoint, Excel

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HTML + CSS

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HTML5 + CSS3

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JavaScript

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User Experience Principles (ux/ui)

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Social Media Savvy

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Playing Well with Others

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