

Eric Benoit

Graphic Design, Visual Identity, Typography, & Lettering

Portfolio

ericmbenoit.com

Contact

ebenoit04@gmail.com
M: 201-289-3910
Brooklyn, NY

Skills

Visual Identity	Adobe CC Apps
Typography	Figma
Logo Design	Webflow
Icon Systems	Hand Lettering
Color Systems	Calligraphy
Layout/Publication	Type Design
Presentations	Poster Design
Print Production	Creative Coding
Web Design	Office Software

Education

Maryland Institute College of Art • 2022

M.A. Graphic Design

Middlebury College • 2016

B.A. Film & Media Culture

Awards and Recognition

AIGA Maine 2023 Poster Show

*Poster displayed Oct 6–Nov 15, 2023 in the
"Design for Good" show at SPACE Gallery, ME*

AIGA Flux Competition – 2022 Finalist

Branding and Motion Graphics Categories



Experience

Graphic Designer

Money Management Institute • NYC • Mar 2023 – Present

Brand Design

- Use impeccable typography, layout, and composition skills to design digital and printed marketing collateral contributing to millions of dollars in revenue.
- Adhere to brand guidelines while elevating the brand messaging to a high level of design excellence.

Visual Identity

- Conceptualize and design visual identities for sub-brands and initiatives, creating delightful new experiences for the target audience and helping drive organizational growth.

Event/Experiential Design

- Design bespoke stage graphics for MMI's Annual Conference, encompassing over 600 attendees and \$1M+ in total revenue, as well as smaller conferences depending on need.
- Create signage and wayfinding systems for themed events such as Opening Doors Impact Night (a DE&I fundraiser).

Freelance Designer/Art Director

NY Metro Area/Baltimore • Aug 2020 – Mar 2023

- Led the art direction and strategy of digital advertising campaigns for Andover Audio, leading to a jump in revenue of over 100%.
- Designed original brands, including brand guidelines, style guides, and 360 visual identity toolkits, for a variety of local businesses.
- Used presentation and communication skills to present identity concepts to clients and incorporate their feedback effectively.
- Utilized excellent mockup and layout skills to visualize brands in context across multiple channels.

Design Specialist/Marketing Manager

Qobuz USA • NYC • Dec 2018 – Mar 2020

- Designed and implemented landing pages for marketing campaigns and external partnerships.
- Designed weekly marketing emails to engage customers and support music partners' promotional campaigns.
- Collaborated with the editorial team to design daily social media posts across Facebook, Instagram, and Twitter.

Catalog Integrations Coordinator

The Orchard/Sony Music • NYC • Jan 2017 – Aug 2018

- Coordinated complex data integration projects from end-to-end by designing and implementing data integration workflows.