

# ERIC TURNER

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WWW.ERICTURNER.COM

## EXPERIENCE

### Freelance Designer

2012 – 2017

Art direction, graphic design for web and print, Flash animation, and illustration, for dozens of clients including: The State Bar of California, Berkeley Repertory Theater, Signature Theater (NYC), UC Berkeley, The Oakland Schools Foundation, Univfy, Inc., Entrepreneurial Finance Lab, Cooper & Kid, EPIC Academy, and Bare Escentuals.

### Senior Web & Interactive Designer

CVS.com 2008 – 2012

Design of banners and web pages to support marketing campaigns site wide, as well as coding of pages and optimization of final assets. Design and production of Flash animated banners for off site promotion of CVS.com and its campaigns. Responsible for review and approval of third party campaigns and advertising on CVS.com to ensure usability, branding, and Section 508 compliance. Responsible for review, feedback, and approval of creative team's concepts before submission to Marketing. Regular weekly production of promotional product slots.

### Senior Analyst, Web Design

Caremark (CVS Caremark) 2004 – 2008

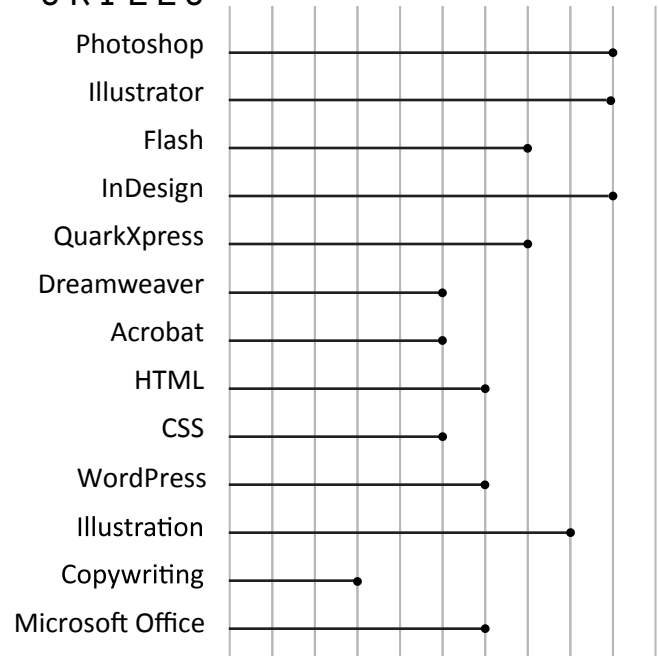
Design of pages, banners, animations, and graphics for caremark.com and other web properties. Design and usability for web applications and forms. Maintenance, distribution, and enforcement of online style guide. Acting as design and usability "ambassador" across many departments and business areas wishing to leverage web properties. Review and QA of existing and new web initiatives.

### Lead Designer

Consumer Health Interactive 2000 – 2004

Sole full-time member of design staff, acting as design director, designer, production artist, and illustrator for developer of multiple, award-winning health information web sites. Design of new sites adapting client branding to templates. Design and production of interactive Flash e-learning modules. Photo and graphic illustrations for specific articles. Design of corporate web site. Design and production of printed materials for Marketing and Sales. Responsibility for graphic assets, branding, and design maintenance of multiple sites. Management of contract designers and design outsourcing.

## SKILLS



## EDUCATION

### B.F.A., Illustration

Academy of Art College (University), San Francisco

### Certified Usability Analyst

Human Factors International, #2010-2656

### Photoshop, Illustrator, Persuasion

Ciber Network Services, San Francisco

### Flash, Pagemaker

Media Alliance Computer Services, San Francisco

## AWARDS

### Excellence in Journalism — Graphic Journalism

2001 – 2002

Society of Professional Journalists, Northern California Chapter, at Consumer Health Interactive

### Cartoon Character Design

Academy of Art College of San Francisco and Cartoon Network, for design of Sammy Shrew