



Eric Siegel

He / Him / His

Graphic Designer/Digital Artist

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EXPERIENCE

Freelance Graphic Designer, Bay Area

9/2016 - PRESENT

- Develops brand identity for B2C and B2B clients
- Uses strategy and design to create a solution
- Collaborates with clients to provide artistic vision

Multimedia Manager, SUA at UCSC, Santa Cruz

9/2018 - 6/2020

- Created a logo for the Student Associates Office
- Designed flyers using Adobe Photoshop and Illustrator
- Managed website and content for social media
- Pushed to create an all inclusive website for users with special needs

Head AAU Basketball Coach, Santa Cruz

6/2018 - 8/2019

- Taught basketball skills to youth
- Developed leadership and coaching skills

EDUCATION

California Institute of the Arts

COMPLETED ONLINE VIA COURSERA

- Fundamentals of Graphic Design
- UI/UX Design with Adobe XD
- Character Design for Video Games

University of California, Santa Cruz

GRADUATED 2020

- Bachelor of Art Degree
- NCAA Basketball Team Division III

INVOLVEMENT

Member of the American Institute of Graphic Arts

2020-PRESENT

Team Captain for NCAA Basketball

2018-2020

AWARDS

Dean's Honor Award

2020

SKILLS

- | | |
|------------------------------|--------------------------|
| • Adobe Illustrator | • Procreate |
| • Adobe InDesign | • Drawing by Hand |
| • Adobe Photoshop | • Keynote |
| • Adobe Animate | • Adobe XD |
| • Adobe After Effects | • HTML and CSS |
| • Blender | |

INTERESTS

Basketball | Music | Health & Fitness