



Erica Augustine  
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## work experience

### **January 2009 - Present**

*Graphic Designer, Senior Graphic Designer, National Renewable Energy Laboratory.*

Created engaging and high-quality designs for Web sites and other materials. Followed established Web technical and graphical standards and contributed to the creation of new standards for both [nrel.gov](http://nrel.gov) and [eere.energy.gov](http://eere.energy.gov). Worked with web developers and with content writers to develop meaningful web experiences for multiple Web sites managed by the National Renewable Energy Laboratory. Acted as Art Director for the NREL Web site, redesigning the home page in 2008, and also art directed the U.S. Department of Energy Solar Decathlon 2011, overseeing a wide variety of materials, both print and electronic.

### **October 2005 - October 2008**

*Graphic Designer, Jacobs Engineering (formerly Carter & Burgess).*

Designed and developed information graphics for national transportation related projects. Created presentations for public involvement and agency meetings. Designed "reader friendly" Environmental Assessment publications and other reports. Spearheaded design, development and promotion of in-house graphics Web site at [www.jacobsgraphicsgroup.com](http://www.jacobsgraphicsgroup.com). Worked with engineers and transportation planners to translate their process diagrams and flowcharts into easily understood graphics. Developed identities for various transportation projects that were then used throughout the life of the project in all materials.

### **October 2001 - October 2005**

*Graphic Designer, Senior Graphic Designer, Art-O-Graph Publications, Inc.*

Designed materials for various Art-O-Graph clients including Quiznos and Eagle Claw. Created ads, brochures, catalogs, posters, packaging and other print media. Designed and developed several Web sites, putting to use knowledge of HTML and CSS, as well as Javascript and PHP customization abilities. Created multimedia projects such as presentations, animations, and interactive CDs. Obtained print bids, set up jobs for print, approved proofs, and developed cordial relationships with several local printers. Met with clients, organized job tracking, and presented and assigned new projects to the rest of the design team. Oversaw the design work of junior design team members, trained and supervised interns.

### **July 2000 - July 2001**

*Graphic Designer, Iowa Grain Quality Initiative.*

Responsible for the design of all printed materials used by the IGQI, including posters, brochures, and pamphlets. Helped maintain the IGQI website. Designed the logo for the Grain Quality Laboratory and established the GQL identity.

## education

### **University of Denver, Denver, Colorado**

- MS in Marketing, June 2008
- Concentration: Integrated Marketing Communications (IMC)
- Courses in Marketing Research, Brand Communication Strategies, Marketing Management, Marketing Planning, Financial Aspects of Customer Experience Management, Concepts of Buyer Behavior, Strategic Marketing, and more

### **Iowa State University, Ames, Iowa**

- BFA in Graphic Design, May 2001
- English minor
- Accepted into the Graphic Design program through a competitive and selective portfolio review, 1998

## software skills

Excellent skills and experience with Adobe Creative Suite products including Photoshop, Illustrator, Dreamweaver, InDesign, and Flash. Highly skilled in Microsoft Office programs, flexible in working on both Mac and PC platforms, proficient in a surprising variety of other software, and enthusiastic about learning new software. Skilled in coding HTML, CSS, and in customizing and implementing PHP and Javascript (including jQuery). Knowledgeable about web standards and accessibility (Section 508).