

# ERINI BALDERSON

Visual Communication Designer

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erinbalderson.com

## EDUCATION

Indiana University  
Purdue University Indianapolis  
August 2013–May 2017

Major: Visual Communication Design, BFA  
Minor: Sports Marketing

Indiana University Bloomington  
January 2010–May 2013

## TECHNICAL SKILLS

Adobe Creative Suite  
Basic knowledge of Adobe After Effects  
Microsoft Office Suite  
UI/UX design  
Wireframing and Prototyping | *Invision*  
Basic knowledge of HTML and CSS  
Knowledge of print production terms and techniques  
Design research skills and techniques

## AWARDS

Academic Dean's List

## DESIGN EXPERIENCE

### Indianapolis Colts | Graphic Design Intern March 2018–Present

- Design print collateral for display on game days and at Indianapolis Colts events, including, but not limited to: vertical banners, photo booth backdrops, posters, Scout program print ads, stadium and event signage, and mascot Blue's shoes
- Create web ads and promotional graphics for use on social media and the Colts website
- Generate mock-ups for use in Partnership presentations
- Collaborate with those in other departments in order to understand their needs and considerations, and execute visually appealing designs that best fit those needs
- Assisted the Colts photographer during marketing photo shoots by monitoring the quality of the photos throughout the shoots
- Managed the VIXI software on Colts game days from the Lucas Oil Stadium press box by controlling which Twitter and Instagram fan photos were to be displayed on the video boards

### Section 127 | Graphic Design Intern August 2016–December 2016

- Assisted on point-of-sale print campaigns
- Designed event collateral and print ads
- Exposure to presenting and explaining work to design professionals

### Charlotte Hornets | Creative Services Intern May 2016–August 2016

- Provided creative assistance on a variety of marketing campaigns, including on the Charlotte Hornets website and on social media
- Designed materials in both print and digital formats, and on strict deadlines
- Created mock-ups to be displayed in Partnership presentations
- Redesigned the Partnership presentation template and a Guest Services A-Z Guide from start to finish

### Zero Waste at the U.S. Olympic Diving Trials 2016 | Team Xenia Member January 2016–May 2016

- Member of the Hotel Experience and Food Services team, focusing solely on the collateral pieces for the athletes at the hotel and in the hotel space, as well as the Zero Waste menu at the IUPUI Natatorium
- Communicated with Indiana Sports Corp, IUPUI Office of Sustainability, IUPUI Food Services, and representatives from the IUPUI Natatorium, to create collateral materials appropriate for this event
- Designed a volunteer brochure inspired by the style guidelines of the event, and a one page info sheet and vertical banner inspired by the Olympic guidelines