

Ed Harrach

Graphic Design professional with experience in visual communication for print, digital, and branding. Specializing in visual communication for print publications, direct mail, email, and social media.

PORTFOLIO

edharrach.com

SKILLS

- » Print Design
- » E-mail & Web Design
- » Logo/Identity/Collateral
- » Signage
- » Layout
- » Typography
- » Image Editing

TECHNICAL SKILLS

- » InDesign
- » Illustrator
- » Photoshop
- » HTML/CSS
- » Windows
- » Mac OS

GRAPHIC DESIGNER

257 HAMPTON AVENUE
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EXPERIENCE

Nutshell Marketing

Apr. 2017—Present

Graphic Designer

Murray, Utah

Created original designs daily for marketing and collateral, and reworked previous designs to meet client requests.

Designed print ads for a variety of companies, including:

- » direct mail; self-mailers, postcards, invitation cards
- » newspaper/magazine ads
- » brochures, rack cards, flyers
- » business cards and letterhead

Proofed and prepared artwork for prepress

Designed web graphics for social media posts and email

Designed and developed content for a direct mail self-mailer campaign which generated leads increasing sales rankings to the #1 Mitsubishi dealership in Utah, and #39 in the US.

Freelance Graphic Designer

Nov. 2002—Apr. 2017

Salt Lake City, Utah

Created materials mainly for small businesses and start-up companies.

Projects include:

- » logo/corporate identity design
- » digital: email blasts, web design
- » print
- » environmental/signage

Created over 200 email blast designs and templates for an online retailer – which were credited for helping increase traffic with an average open rate of 30% (15–25% is considered successful).

EDUCATION

AAS in Visual Art & Design/ Multimedia (honors),
Salt Lake Community College