

# Erik Peter Kirkegaard Skoglund

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Two decades of design experience combined with a spirit of collaboration, curiosity, and adaptability.

## Recent Experience

### Lead Digital Designer

2/21–3/26

Watermark Retirement Communities—Remote

**Email marketing, design/development, digital ads, web updates & maintenance, photo retouching, vendor & subcontractor oversight**

- **Designed, built & deployed** national email marketing campaigns and digital ads to drive tours and move-ins across dozens of senior living communities
- Enhanced coordination with cross-functional teams to adapt messaging
- Increased efficiency by aiding in development of processes across media
- **Created and maintained custom, structured repository for key community information, reducing errors across all materials**
- Saved numerous days worth of work in email and digital ad production by strategically automating template generation from the structured information

### Freelance Graphic Designer

2/04–present

**Logo design, business cards, event collateral, web design, custom lettering**

- **Designed 100+ page photo book** for Virginia Theological Seminary
- Created striking invitations and collateral for weddings and other events
- Strengthened visual identity for math and science curriculum with updated logos

### Senior Graphic Designer

8/18–2/21

CRAFT Media/Digital—Washington, DC

**Print collateral, branding, integrated ad campaigns, event materials, apparel**

- Conceptualized and designed high-caliber graphics for numerous national brands including Verizon, Expedia, International Paper, Association of Equipment Manufacturers and more
- Increased team proficiency, aiding others with design and software questions
- **Improved impact** and visual direction of a high-profile advocacy campaign

### Graphic/UI Designer

4/17–6/18

Miracle Systems—Arlington, VA

**Branding, print collateral, mobile app UI design, web design & development**

- **Established brand standards** for Dynos mobile app and Miracle Systems
- Wrote and edited for brochures, flyers, social media, proposals, etc.
- Produced compelling graphics driving acceptance of federal contract proposals
- **Coordinated with federal clients** and internal stakeholders to improve emergency management practices via educational communications

### Senior Digital Designer

2/12–7/16

AFFIRM—Pewaukee, WI

**Creative direction, vendor oversight, brochures, posters, billboards, web design & front-end development, mobile app design, email, digital & print ads**

- Designed **two ADDY award-winning mobile apps** to promote safe driving
- **Identified and helped pursue many new opportunities** with existing clients, improving client marketability, and generating additional agency revenue
- Transitioned the agency to a fully **responsive web design** process, and **HTML5 banner ad production** rather than Flash, increasing the compatibility and reach of digital output

## Skills

### Design Applications/Services

Photoshop, Illustrator, InDesign, Dreamweaver, Animate (Flash), Sketch, TheBrief.ai, Canva, Figma, etc.

### Web Technologies

HTML, CSS, Bootstrap, WordPress, Kentico, Drupal, Joomla, DNN, etc.

### Web Services

Salesforce, Pardot, Monday.com, Squarespace, Vertical Response, MailChimp, Constant Contact, Google Analytics, WP Engine, etc.

## Awards

### With the team at Affirm

1 Silver ADDY (National)  
1 Best of Show ADDY (District 8)  
2 Gold ADDYs (District 8)  
2 Gold ADDYs (AAF Madison)  
4 Silver ADDYs (AAF Madison)

## Education

### Bachelor of Arts (B.A.), Art: Graphic Design and Web Design Certificate

UW-Parkside

Graduated 12/10