

## Erik J. Swendsen

27W047 Cooley Avenue - Winfield, Illinois 60190

630-248-6612 erik@erikswendsen.com

www.erikswendsen.com • Video Portfolio: <https://youtu.be/RE-eayHvpA4>

### Career SUMMARY

Accomplished creative leader with over 25 years of experience driving revenue growth through innovative design and marketing initiatives. Proven success guiding projects from concept to launch, translating business goals into impactful product imagery and campaigns. Skilled at fostering cross-functional collaboration, building consensus, and delivering high-quality results on time and within budget. Quick to adopt emerging technologies and processes while maintaining strict alignment with brand standards.

### Professional EXPERIENCE

- 2016 **Rust-Oleum Corporation** Vernon Hills, Illinois  
to Current *Graphic Designer/Art Director*
- Led a comprehensive rebranding of Rust-Oleum's industrial platform, creating a modern, cohesive identity that revitalized product interest and sales.
  - Designed and launched new product logos to align with the refreshed brand image and strengthen market presence.
  - Managed and mentored a cross-functional team of designers and creative service professionals to roll out new branding across all industrial product lines under tight marketing deadlines.
  - Redesigned all industrial marketing materials, including sell sheets, brochures, product guides, web pages and catalogs, to reflect the new brand identity. The updated design influenced international marketing efforts and inspired global adaptations.
  - Built partnerships with vendors to streamline production, cut prepress demands, and speed turnaround.
  - Partnered with marketing and creative services teams to develop packaging, POP displays, digital assets and sales materials from concept to final execution.
  - Designed and fabricated a storage rack system to improve department efficiency and organization for large-format materials.
- 2014 **RE| Creations and Design** Winfield, Illinois  
to 2015 *Creative Consultant/Art Director*
- Directed complete brand development for multiple small businesses and organizations, crafting cohesive visual identities that enhanced market presence.
  - Created compelling copy and design for marketing materials, including event programs, displays, signage and promotional campaigns.
  - Partnered vendors to streamline workflows, reduce turnaround times and ensure premium-quality deliverables.
  - Guided clients in building engaging social media campaigns to strengthen customer engagement and brand visibility.
- 2002 **AlphaGraphics** Wheaton, Illinois  
to 2014 *Art Director/Sr. Graphic Designer/Department Manager*
- Directed the full lifecycle of multiphase marketing campaigns for a diverse client base, from concept through production.
  - Designed a wide range of creative materials including corporate identities, logos, packaging, catalogs, marketing collateral, trade show displays and digital assets; provided copywriting, photography and photo retouching as needed.
  - Collaborated with clients to define project budgets, timelines and deliverables, ensuring accuracy and cost efficiency throughout production.
  - Led and managed daily department operations, supervising a creative team to maintain high design standards and consistent output under tight deadlines.
  - Oversaw communication with team members and vendors to quickly resolve challenges and adapt to shifting project needs.
  - Handled IT management responsibilities, including equipment installation, system maintenance and software updates to ensure optimal departmental performance.

### Education DEGREES

- Northern Illinois University** DeKalb, Illinois  
*Bachelor of Arts/Graphic Design*
- Elgin Community College** Elgin, Illinois  
*Associates Degree/Graphic Design*

### Technical PROFICIENCIES

MacOS, Windows, Adobe Creative Cloud (InDesign, Illustrator, Photoshop, Acrobat), Microsoft Office, HTML, web and video editing software, large-format printers and finishing equipment.

### Professional AWARDS

- 2019 **Rust-Oleum Marketing "Customer Intimacy Award"**  
Received the Rust-Oleum Marketing "Customer Intimacy Award" for exceeding expectations on the new image and branding for the entire industrial (*first time awarded to a contracted employee*).

### Personal FACTS

- Earned the rank of Eagle Scout with the Boy Scouts of America.
- Owner and master craftsman of Swendsen Wood Products, Ltd., a woodworking and Renaissance Faire business.
- Skilled at troubleshooting and repairing a wide range of equipment and tools.
- Proudly left-handed (*known for a creative perspective and unique approach to problem-solving*).