

Ed Harrach

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PORTFOLIO

edharrach.com

SKILLS

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

TECHNICAL SKILLS

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

GRAPHIC DESIGNER

Over 20 years of professional design and creative experience in a variety of mediums and industries. Adaptable with a versatile skillset. Dedicated to finding compelling ways to communicate visually.

EXPERIENCE

Kompugard *May 2023—Present*
Creative Director & Lead Graphic Designer

Creation and design of marketing materials for a variety of products for a wholesale distributor.

- » Promotional flyers, brochures, business cards, etc.
- » Social media graphics

Creating and maintaining web sites for businesses and online retail sites.

Seatch Corporation *Sep. 2021—May 2023*
Graphic Designer *Salt Lake City, Utah*

Designed marketing materials for a variety of consumer products.

Created and modified designs daily for projects including:

- » Promotional flyers/brochures
- » Retail and promotional web sites
- » Web graphics for online retail and social media
- » Web design and content management (Shopify, Squarespace)
- » Packaging
- » Point-of-purchase displays
- » Image editing and organization for a large library of product images

Project management, overseeing a small group of creatives.

EXPERIENCE *(continued)*

Nutshell Marketing

Apr. 2017—Sep. 2021

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