



eric lippincott

art direction | graphic design | marketing

skills

Technical

Advanced knowledge of Adobe InDesign, Photoshop, Illustrator, Acrobat, Dreamweaver, (X)HTML, CSS, XML, Filemaker, and Microsoft Office. Working knowledge of Flash, Final Cut, JavaScript and Quark.

Design

Website design, user interface design, information architecture, direct mail, identity systems, logos, books, brochures, magazines, print buying and production, offset and digital printing, marketing, campaign planning, and photography.

education

Art Direction [2008–2009]

Chicago Portfolio School

B.A. Design [2002–2006]

Indiana University, Arts and Sciences – Individualized Major Program

B.S. Management [2002–2006]

Indiana University, Public and Environmental Affairs

work

Marketing/Design Manager [2007–2010]

University of Chicago Press Journals

Develop and manage integrated marketing activities for an array of scholarly titles.

Manage: budgets, print/web design, and production. Design, execute and distribute: catalogs, direct mail pieces, postcards, promotional items and instructional booklets.

Manage the user interface design of the publishing platform and the design of web-based promotions. Create and follow branding standards for the division.

Marketing Manager [2003–2007]

Indiana University Press Books & Journals

Design and implement marketing, advertising, and branding activities.

Manage: design, production, and distribution of direct mail campaigns. Design and execute: book covers, catalogs, and platform-based user interface design.

me

I Geek Out Over

Old books, shiny things, neck ties, npr, maps, remixes, gadgets, Bombay Sapphires on the rocks with lime, podcasts, and fine papers.

The Good

I can start tomorrow, but may speak in a monosyllabic manner before my first cup of coffee.

The Better

I seamlessly jump from metrics to interactive concepting to web layouts.

