



ERIC  
KESSEL  
graphic design

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## EXPERIENCE

### **SUMMER 2008 - PRESENT FREELANCE DESIGNER NEW YORK**

\_ Conceptualized, designed and developed web sites, logos and packaging for a variety of freelance clients.

\_ Clients include: Small Kitchen Big Heart, Hiking & Art, Blythe Artists, Thinking Right and Electrofaustus.

### **2000 - 2008 ENCHANTE ACCESSORIES INC. PACKAGE DESIGNER NEW YORK**

\_ Conceptualized and designed retail packaging for private label brands consisting of bath and body and home fragrance products sold nationwide in department stores and retail chains.

\_ Strategized the branding and development of unique packaging solutions for retail products that balanced the needs of the client with innovative and well thought out designs. Effectively coordinated design process with internal departments, clients, factories and pre-press facilities through accurate and concise written and verbal communication. Frequently managed multiple time-sensitive projects, giving the care and attention each project required.

\_ Senior designer with frequent assistant art directorial responsibilities. Assisted in the maintenance of the art department computer network and the organization and preservation of digital files.

\_ Clients included: Wal-Mart, JC Penney's, Neiman Marcus, Costco, Bed Bath & Beyond, TJ Maxx, Steinmart, Linens n Things, Target, Burlington, Ross Stores, Kmart.

### **1999 - 2000 CB DESIGN STUDIO STUDIO ASSISTANT / JUNIOR DESIGNER NEW YORK**

\_ Processed new artwork including mounting and cataloging for inclusion in textile print library.

\_ Junior package designer for bath and body products.

## EDUCATION

### **FASHION INSTITUTE OF TECHNOLOGY: AAS, ADVERTISING DESIGN 2000**

### **HUNTER COLLEGE: 1996 - 1997**

\_ Completed courses in Lithography, 20th century Art History and Fine Art.

### **ALBANY STATE UNIVERSITY: B.A., CULTURAL ANTHROPOLOGY 1994**

## SPECIAL INTERESTS

\_ Painting, drawing and field recording.