



Erin Norwood

ART DIRECTOR *and* DESIGNER

PROFILE

Art Director and Graphic Designer with over 15 years of professional experience in designing innovative branding identities and marketing campaign pieces. Adept at working in deadline-driven environments with a focus on staying within budget. A dynamic team player with exceptional collaborative, interpersonal and organizational skills. An effective communicator, having the ability to successfully translate ideas into tangible products.

PROFESSIONAL EXPERIENCE

Mississippi State University ~ Starkville, MS

Graphic Designer | November 2002 ~ present

Lead designer, overseeing creative direction and graphic design of all major marketing and advertising pieces for the MSU Foundation, MSU Alumni Association and MSU Shared Advancement Services. Successfully design and produce projects from concept through completion. Oversee art direction and styling of photography sessions for major marketing pieces. Effectively help organize, motivate, and direct design and production team members.

Key Achievements:

- Consistently meet all deadlines within budget for over 100 client-based projects each year
- Development of in-house identity standards and publication graphics guidelines
- Successfully design and produce projects with budgets amounting up to \$50,000
- Received 12 top AAF Regional Addy® Gold Awards for projects designed for MSU
- Designed all logos and print collateral for two successful university capital campaigns, "State of the Future" and "StatePride," that raised over \$550,000,000

Webz Media ~ Columbus, MS

Art Director | January 2002 ~ November 2002

Successfully provided creative direction and graphic design of marketing, advertising, and branding pieces for local, regional and national clients. Developed, designed and programmed websites for local and regional clients. Provided art direction and styling of photography sessions, as well as coordinated all professional printing for marketing pieces. Assisted Principal/Owner in daily business operations and planning.

Key Achievements:

- Managed and provided creative direction of student intern design team
- Created the main branding illustration for the local music and arts festival, "Market Street 2003"
- Received prestigious AAF National Addy® Silver Award for Baptist Memorial Hospital invitation

Disciple Design ~ Memphis, TN

Graphic Designer | June 2000 ~ January 2002

Designed collateral pieces, t-shirts, book covers, and logos for non-profit organizations, churches and universities. Collaborated with a design team in conceptualizing, art directing and styling of photography sessions for client projects. Worked directly with clients to create designs, and professional vendors to produce pieces that met the client's marketing needs.

Key Achievements:

- Created unique logo identities for local charity organizations with branding needs
- Collaborated with a design team on branding and products for a popular Christian music festival

Lawler Ballard Van Durand Advertising ~ Birmingham, AL

Graphic Designer | June 1998 ~ April 2000

Art directed and designed print advertising for local, regional and national clients. Coordinated and styled photography sessions, as well as professional printing for major projects. Assisted the Senior Art Director and the Creative Director in production of local television spots.

Key Achievements:

- Created marketing pieces for two nationally-known clients: Smithfield Foods and Sprint
- Developed identity branding, including logo and stationary package, for the historic landmark and museum, Sloss Furnaces
- Received a "Gold Award" from the Southeastern Museums Design Competition for the Sloss Furnaces stationary design

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1621 CHAMBERS STREET
VICKSBURG MS 39180
601.638.9790 OFFICE
901.828.5048 CELL
erin@en8design.com
www.en8design.com



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EXPERIENCE *continued*

Mississippi State University Engineering Research Center ~ Starkville, MS

Graphic Designer | January 1998 ~ May 1998

Development of designs and illustrations for Mississippi State University campus clients. Worked directly with clients to create custom designs for book covers, brochures, flyers and illustrations. Assisted the Art Director with the production of high resolution prints.

University Screenprint ~ Starkville, MS

Graphic Designer | June 1996 ~ January 1998

Created t-shirt designs and illustrations for local, regional and national clients. Worked directly with clients to take orders and create designs. Assisted in-house screenprinters with the production of t-shirts.

INSTRUCTIONAL EXPERIENCE

Mississippi State University ~ Starkville, MS

Graphic Design 1 Instructor | Fall Semester 2003

Taught beginning concepts of Graphic Design to junior and senior level students. Assigned graphic design projects, held discussions and critiques about the students' work, and administered grades for the class. Students had to pass this class in order to continue in the Graphic Design curriculum.

EDUCATION

Mississippi State University ~ Starkville, MS

Bachelor of Fine Arts, Emphasis in Graphic Design, May 1998

MAJOR AWARDS, 2002-2011

AAF Golden Triangle Addy® Awards: 5 Gold Addy Awards

AAF Tuscaloosa Addy® Awards: 1 Special Judges Award, 2 Best of Show-Print Awards, 11 Gold Awards, 11 Silver Awards

AAF District Seven Addy® Awards: 1 Gold Addy Award, 2 Silver Addy Awards

AAF National Addy® Awards: 1 Silver Addy Award

CASE District III Competition: Grand Award Finalist, 3 Awards of Excellence and 3 Special Merit Awards

College Public Relations Association of MS Awards: 1 Grand Award, 8 First Place Awards, 1 Second Place Award, 4 Third Place Awards

EXHIBITING ART

2004 People's Choice Exhibition, *Meridian Museum of Art, Meridian, MS*

2003 MSU Art Department Faculty Exhibition, *McCommas Gallery, Mississippi State, MS*

1999 Invitational Exhibit, *Naked Art Gallery, Birmingham, AL*

1998 Invitational Exhibit, *Pegasus Gallery, Mississippi State, MS*

PUBLICATIONS

1997 CMYK Magazine Winter Issue, *letterhead package design published*

1997 Best of College Photography Annual, *photograph published*

MEMBERSHIP POSITIONS

2003 Addy Awards Chair, *Golden Triangle American Advertising Federation*

2004 Vice President, *Golden Triangle American Advertising Federation*

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