



Eric Alan Guenther

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ericguenther.com

illustrator

photoshop

indesign

after effects

lightroom

squarespace

wix

microsoft office

photography

illustration

Pop-Dot Marketing

Designer: March 2022 - Present

Lead graphic designer working across a wide range of mediums and projects. Logo design, strategy, print and digital layout, photo editing and typography are just part of every day.

Hoey Apothecary

Brand Manager: May 2019 - March 2022

Became the company's marketing pioneer - creating a new brand, logo, and website. Strategize and execute all marketing initiatives to achieve short- and long-term business goals - from retail environment design to creation of an online store.

Kids From Wisconsin

Marketing/Design Lead: September 2018 - Present

Rebranded the organization, including the development of a new identity system, brand style guide, and website.

Graphic Designer: October 2017 - May 2018

Created logo, branding, and tour bus wrap for the 50th anniversary tour.

Lands' End

Electronic Publishing Specialist: July 2018 - March 2019

Responsible for working directly with copywriters and art directors to assist in the production of creative projects. Tasks required keen attention to design, art and typography.

University of Wisconsin-Whitewater

Bachelor of Fine Arts

Arts Management Major

Dance Minor

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