

## About | me

I smile a lot. I've been described as a pretty happy dude. You'll also find I'm organized, enjoy learning from and teaching fellow coworkers, and I'm always ready for some sort of adventure.

When designing, I enjoy creating solutions that look elegant and don't get in the way of the story. Understanding an end user's goal and using that as a litmus test is key to a simple, yet successful design.

Check over my work, and if you feel I can help out your organization, please be in touch.

**Eric  
Gross**  
[ericgrossdesign.com](http://ericgrossdesign.com)

# Eric Gross

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510 289 8906

Photoshop  
Illustrator  
InDesign  
After Effects  
Premiere  
Cinema 4D  
Final Cut Pro  
Avid Deko  
LeaderPlus  
VizRt World Maps  
Google Doc  
HTML, CSS  
Wordpress  
Javascript

## Freelance Designer

**EricGrossDesign.com San Francisco, CA | 11.12 -**

Operate my own Advertising Business, helping small businesses obtain more clients. First hand client acquiring!

## Marketing Communication Jack of All Trades

**Sutter Health CPMC San Francisco, CA | 05.13 -**

Primarily Design Print and Digital Pieces for the Marketing and Communications Teams including: Annual Reports, Multifold Brochures, Social Media graphics, Video Displays, and Interactive Mobile PDFs. The small team means I also plan projects, photograph events, and even write a bit of copy.

## Art Director

**KTVU San Francisco, CA | 03/10 - 11/12**

Staffed and Managed Design Department. Oversaw Budgets, Major Redesign of News Package, Set Design. Evaluate and selected equipment for stations across the country.

## Senior Designer

**KTVU San Francisco, CA | 12/05 - 03/10**

Created Marketing, Retail, News and Special Event Animations. Developed in-house website to improve communication and reduce equipment downtime.

## Graphic Artist

**WSB-TV Atlanta, GA | 01/00 - 12/05**

Produced Daily Graphics for No. 1 rated newscast in Atlanta. Developed Graphics Packages for Special Events

## Instructor

**Chattahoochee Tech. Institute Atlanta, GA | 04/02 - 12/05**

Taught Adobe Photoshop, Illustrator & After Effects Classes.

## Art Director

**WAXN-TV Charlotte, NC | 04/98 - 01/00**

Worked with Creative Team to create innovative marketing campaigns, often with a very limited budget. Developed file structure that became standard at three No. 1 TV Newscast stations.

## Designer

**WSOC-TV Charlotte, NC | 08/97 - 04/98**

Designed daily News Graphics for No.1 Newscast in Charlotte, NC. Quickly promoted to sister station.

## Bachelor of Science - Visual Arts

**State University of New York New Paltz | 09/93 - 05/97**