

# Eric Santucci

Senior Digital Designer

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I am an experienced creative of almost two decades with many aspects of design, multimedia, and art direction, creating visually compelling designs and campaigns backed by data. My many years of experience as a designer have taught me to know a client's audience and how best to communicate the brand message to that audience.

## PROFESSIONAL SKILLS

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Graphic Design - Photography - Packaging Design - Direct Marketing - Email Design  
Digital Design - Branding Identity - Motion Graphics Animation - Typography  
Composition - HTML and CSS - Color Theory - Social Media - Multi-Tasking - Detail Oriented  
Adobe Creative Suite - Adobe Animate, After Effects, Photoshop - Video Editing - Figma

## PROFESSIONAL EXPERIENCE

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***Creative Director and Photographer*** - Eric Santucci Creative, Napa, California *01/2013 - present*  
Full-service creative design and production also specializes in photography and videography.

- Conceptualized new branding and packaging for a winery client, helping grow customer awareness leading to a 22% sales increase
- Directed photo and video shoots for social media including TikTok and Instagram resulting in a 15% increase in views and engagement

***Art Director and Senior Designer*** - Naked Wines USA, Napa, California *11/2016 - 08/2022*  
Naked Wines is a Direct-To-Consumer (DTC) online wine retailer that produces and sells unique and exclusive wines available only through the Naked Wines website.

- Directed and designed all creative projects including emails, print ads, mail collateral, webpages, web banners, as well as video and image creation for social media - expanding our new business growth by an average of 11% year
- Delivered seasonal brand and marketing campaigns annually, using data-driven marketing strategies to attract and retain a 300K customer base, selling nearly two million wine cases per year
- Produced and designed packaged items such as promotional wines, and gift items like wine keys and bottle stoppers and created compelling art for standard and holiday shipping boxes
- Directed photoshoots of seasonal promotional campaigns for the website, emails, and social media, which resulted in increased sales and customer retention season after season, year after year
- Improved the look of the email campaign, as well as increased efficiency through standardized Figma modules - resulting in design and development time reduced by 75%
- Accelerated the refresh and revamp of product and winemaker photography for the Naked Wines website ensuring the best, most accurate, and up-to-date imagery was used

**Email, Web, and Graphic Designer - TravelSmith, Novato, California** 06/2015 - 10/2016  
TravelSmith is an online retail company specializing in travel-related accessories and apparel.

- Established the redesign and rebrand of TravelSmith emails, resulting in a clean, modern, user-friendly design that increased engagement by 25%
- Upgraded and modernized the TravelSmith.com website by performing regular updates, designing more attractive digital banner ads, shelf banners, and website imagery

**Art Director and Interactive Designer - Pacific Technology Solutions (PTS), Irvine, California** 07/2012 - 02/2015  
PTS specializes in interactive training materials for the automotive industry. 02/2005 - 02/2007  
I had two separate periods in which I worked for the company.

- Directed the creative team with the UI/UX design of interactive training for web and mobile
- Established a standard animation style for all future design and development of digital training courses resulting in a much improved and easier-to-follow user experience
- Directed graphic and logo design, print design, and production, creating contemporary streamlined, updated designs

**Interactive Developer and Motion Graphics Artist - Ignite Health – Irvine, California** 02/2007 - 05/2012  
Ignite Health was a full-service creative design agency specializing in interactive web design and development for clients in the pharmaceutical industry.

- Created a motion graphics standard animation style for digital banners and website headers and graphics
- Developed and designed interactive media such as animated headers, banners, and video players for pharmaceutical clients like Gilead, Genentech, and Eli Lilly and Company
- Produced and edited videos with audio editing for client websites using Final Cut Pro, Adobe After Effects, and Adobe Media Encoder

**Graphic Designer - Moonlight Design, Venice, California** 06/2015 - 10/2016  
Moonlight Design is a small, boutique design studio located in Venice, California.

- Directed the design and production of various projects including brochures, invitations, mailers, advertisements, and websites, as well as preparing projects for press

## EDUCATION

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**Bachelor of Science in Graphic Design - Art Institute of California - Santa Ana, CA** Graduation 2003

**Bachelor of Arts in Photographic Communications - California State University - Fullerton, CA** Graduation 1998