

Eric Anderson | CREATIVE DIRECTOR

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PROFESSIONAL SUMMARY

Dynamic Creative Director with extensive experience leading design teams and managing multi-million dollar projects. Achieved multiple industry awards, including the Edge Award for Best National Exhibit and a Telly Silver for Digital Experiential. Expertise in brand development, story telling, user engagement, marketing and driving growth in diverse sectors. Passionate about crafting compelling narratives through innovative design solutions that resonate with audiences.

SKILLS

Creative direction	Expert	Project management	Proficient
Brand development	Expert	Strategic marketing	Proficient
Experiential design	Expert	User engagement	Proficient
Adobe Creative Suite	Expert	Mentorship	Proficient
Leadership	Expert	Budget management	Proficient

EMPLOYMENT HISTORY

CREATIVE DIRECTOR, ACCESS TCA [2017-2026]

Oversaw in-house design team as Creative Director. Led creative initiatives for key experiential and tradeshow accounts, managing multi-million dollar event budgets. Provided strategic direction to clients and collaborate with agencies and stakeholders. Directed presentations and RFP pitches while managing external vendors and production procurement on tight time lines.

- Achieved Edge Award for Best National Exhibit of the Year
- Secured Gold Award from Exhibitor
- Earned Silver and Bronze Awards from Exhibitor
- Received Silver Telly Award for Online Experiential
- Published industry articles
- Keynote speaker for industry educational events

DESIGN & MARKETING DIRECTOR, THINKSY [2016-2017]

Contributed as founding member of an EdTech startup, driving brand creation and advocacy. Developed visual assets for mobile educational applications, enhancing user engagement. Established effective customer acquisition strategies that boosted user growth. Oversaw PR release creation and distribution, ensuring brand visibility. Managed relationships with external vendors to streamline project execution.

- Spearheaded brand development initiatives, establishing a distinctive market presence.
- Designed visual content that improved user experience and retention.
- Implemented strategic marketing campaigns that increased customer engagement.
- Coordinated vendor partnerships to optimize project delivery.

DESIGN & MARKETING DIRECTOR, BIOSS ANTIBODIES [2012-2017]

Oversaw design and marketing for BioTech startup, driving brand development and strategic initiatives. Managed tradeshow projects and marketing efforts to enhance visibility. Achieved a successful U.S. brand and product launch, disrupting the healthcare antibody market with exceptional profitability and sustained growth.

- Directed brand creation and served as brand ambassador.
- Led tradeshow project management and marketing strategies.
- Delivered a highly profitable U.S. brand launch that exceeded expectations

SENIOR GRAPHIC DESIGNER, STANLEY BOSTITCH [2012]

Served as the creative lead for a three-member marketing team. Develop and design innovative marketing materials and packaging targeting the consumer market, enhancing brand visibility and engagement.

- Spearheaded the creation of unique marketing collateral to boost consumer interest.
- Collaborated with team members to align design strategies with marketing objectives.

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EMPLOYMENT HISTORY

GRAPHIC DESIGNER, MIRANDA CREATIVE [2007-2009]

Led design projects for dozens of clients across print and digital media. Served as a representative for Miranda Creative at Norwich Business Networking International. Acted as a design consultant and volunteer for the CT Works youth mentor program. Contributed to SECONN Fabrication, which received the Fabricator of the Year Award.

- Developed innovative graphic solutions tailored to client needs.
- Collaborated with teams to enhance brand visibility.
- Mentored youth in design principles during volunteer engagements.

GRAPHIC DESIGNER, NETWORK WORLD [2004-2007]

Designed online and print materials for weekly magazine, ensuring cohesive branding. Acted as creative lead for bi-monthly supplemental edition, The New Data Center, enhancing visual storytelling. Collaborated with photographers, illustrators and editors ensuring unique and timely publication.

- Achieved Editorial Excellence Award in Design, 2005.
- Recognized for Best Feature Design, 2006, for both print and digital experiences.

GRAPHIC DESIGNER, THE WILLIAM BENTON MUSEUM OF ART [2000-2004]

Designed promotional ads for the Hartford Courant and UConn's The Daily Campus. Led creative development of brochures, posters, and fliers for upcoming exhibits.

- Produced eye-catching graphics to enhance brand visibility.
- Collaborated with curators to align designs with exhibit themes.
- Managed multiple projects under tight deadlines to ensure timely delivery.

OWNER / DESIGNER, GOULASH GRAPHICS & PAPRIKA PRESS [2012-PRESENT]

Goulash Graphics & Paprika Press were started in 2012 as independent print-making and design studios. The studios currently represent a variety of clients in both print and online platforms with a focus on brand development and storytelling.

- Letterpress printing.
 - Linocut and hand crafted prints and illustrations.
 - Brand development and marketing to clients ensuring visual integrity and visibility.
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EDUCATION

NOVA SOUTHEASTERN UNIVERSITY [2009-2010]

Master Degree in Education with a focus on Integration of Technology

UNIVERSITY OF CONNECTICUT [2000-2004]

Bachelor Degree of Fine Arts with a Minor in Art History and a concentration in Graphic Design.

PLAINFIELD HIGH SCHOOL [1996-2000]

High school graduate with a focus on art and design. Scholar Athlete and Art Award.

VOLUNTEERISM

MISSION MOOSUP [2022-PRESENT]

Member and volunteer for community group with a focus on local events and opportunities within the town of Moosup. Brand development and designer.

BATTERY C 1ST RHODE ISLAND LIGHT ARTILLERY [2005-2017]

1st Sergeant in Rhode Island National Guard historical command and reenactor for Civil War unit.

GUITAR AND MINISTRY ALL HALLOWS CHURCH [2002-2012]

Musician and singer with local church group for mass, funerals and nursing home visits.