

# Eric Vincent Allen

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## EXPERIENCE

### **Black Ink Creative Partners, Old Greenwich, CT** Project Manager

March 2014 - June 2018

Manage a team of 2 to 16 people per visual communications project for large corporate and small business including local, state and federal agencies, from concept to deployment. Included Web UX Design, Marketing Collateral, Brand Development & Management, Design, Publication, Ad Campaign (digital & print) for various media deployment.

Meet with potential clients and existing clients to discuss and develop projects, conceptualize, plan and draft action plan, timelines and asset lists for the projects. Develop concepts and delegate components of projects when necessary.

Design concepts for projects varying in size and scope from product package/ad design to brand identity campaigns. Maintained a hands on approach to each project by being part of the design team in the creation of assets and elements.

Reviewed and responded to RFP, ITB, RFQ and other government contract projects. Met with COR and POC for winning bids for projects ranging from Interpretive Video, Signage and 508 Compliant collateral, to Marketing Campaign and Branding Campaigns for Tourism, Transit, Public Service and other local and federal departments.

Coordinated with subcontractors and third party service provider such as media buyers, digital ad solutions, and printers, camera operators, production houses and publication companies.

### **Brookdale Community College, Lincroft, NJ** *Teaching Assistant - C4*

September 2014 - Present

Assist Graphic Design professor with class lectures, techniques, and student projects, workshops and assignments. Taught theory, method, reasoning and technical application across Typography (1 & 2), Design for Digital Media, Production across digital and print application, Techniques across digital and print application and industry, and Digital Illustration. Maintain & taught the use of various technology: Various Digital Print Decks, Plotters, Cutters, 3d Printers.

Lectured and taught the science of consumerism and consumer psychology in relation to visual communications, brand development and identity theory and application, and historic principals.

Helped to develop a students creative process, research skills, technical skills, and both analog and web portfolios.

## SKILLS

- Adobe Creative Cloud  
- AI, PS, DN, ID, LR, MU, AN, DC
- Affinity Design
- Affinity Photo
- Corel Draw
- Corel Paint,
- Sketchbook Pro
- Sketch-up
- Google Docs, MS Office 365 Suite, Libre Office Suite
- Wordpress
- Mac OSX, Windows, Linux Ubuntu
- Fine arts - Illustration, Painting, Photography

## AWARDS

Various Academic Achievement Awards

Various Community Service Awards.

## MEMBERSHIP

- AIGA
- GRAPHIC ARTISTS GUILD
- FREELANCERS UNION
- PARENT'S ANONYMOUS

## **E-MATES 2.0, Lincroft, NJ**

### **Graphic Designer**

September 2016 - June 2017

Develop and redesign graphic components used for the interactive learning system.

Component designs for the elements found in the various areas of STEM ranged in size and scope from 2D to 3D elements, with and without interactivity. Elements were then compiled into online interactive presentations, e-books and 508 compliant PDF documents for use across all colleges and universities nationwide.

Some components were created on-brand specific for E-Mates 2.0 others were generic, all components fell under a creative commons license as per NFS requirements.

## **Nicolas Creative, Red Bank, NJ — Creative Consultant**

March 2014 - March 2016

Contract graphic design consultant providing per project services for the creation of marketing collateral for small to mid-size industrial manufacturers serving the retail and service industries.

Projects including reviewing print ready and post print designs for errors, developing components for collateral both analog and digital, product photography and processing, layout of various marketing and product collateral.

## **Monmouth Behavioral Group, Red Bank, NJ — Art Instructor**

February 2014 - April 2016

Educate children to young adults with disabilities in the use of Graphic Design Software - Photoshop and Illustrator, and traditional drawing through a series of progressive lessons which built upon the skill sets learned through previous lessons in tandem with the RBT client development and behavioral plans.

Additionally, taught basic photography and photo processing, compositing and production to higher functioning teens and young adults.

## **Creativity Space, Washington DC — Art Instructor**

February 2016 - July 2017

Instructing clients in the technical use and application of Adobe Photoshop, InDesign and Adobe Illustrator in a series of progressive class sessions. Instructed classes in basic photography and product photography. Developed class criteria and instruction.

## **PFR LLC, Greenwich Ct — Creative Director/Brand Manager**

April 2004 - August 2011 - Per Project

Provide business development services; creating brand identity, marketing collateral, business plan presentations, style guides, document collateral and data compilation for start-ups and 2nd, and 3rd phase enterprises seeking funding through various sources in the capital markets.

Clients varied from small business to larger corporate development and enterprise partners, primarily in the retail and real estate sectors. Plans, presentations and designs were tailored to specific markets, institutions and/or investors.

Conducted interviews with investors and underwriters to determine how best to develop an investor/lender/funding presentation that would provide the reviewer the best experience and pertinent information to allow for a more effective application of funding. Developed the investor/funding presentations specific to those reviewers ideas, wants and specifications.

Led freelance design teams via in person and remotely on a per project basis.

## **Shatner Singularity, Anaheim, CA - Artist**

August 2013 - August 2015

Inker, colorist, layout artist, pre-press designer, pre-animation designer, graphic designer and production co-ordinator for 10 of the 12 issues of William Shatner's War Chronicles (formerly William Shatner's Man-O-War)

Included inking & coloring of other artists work, finishes and layout of pages for animation, digital distribution and print (3 versions of each book).

## **LNL Partners/MN Productions**

September 2013 - March 2016

Inker, colorist, layout artist, digital designer, graphic designer, pre-animation designer on various comic books and graphic novels, including Stan Lee's God Awoke, Mariano Nieceza's Phaser and several other properties - Company split and MN Productions became APEX Comics.

## **Freelance Contractor, Union Beach, NJ - Designer/Artist**

April 2004 - August 2013

Provide business development services & strategies, creating brand identity, marketing collateral, business plan presentations, style guides, document collateral and data compilation for start-ups and 2nd, and 3rd phase enterprises seeking funding through various sources in the capital markets.

Clients varied from small business to larger corporate development and enterprise partners. Plans, presentations and designs were tailored to specific markets, institutions and/or investors. Working with several clients from previous employment and contracts in addition to new clients.

## **A Better Transaction, LLC, Lodi, NJ - Graphic Designer/Artist**

1999 - April 2004

Provided graphic design services for small to large size business specializing in the services industry (non-labor), ranging from restaurants, law firms, accountants, doctors, banking and tech.

Clients included, Anheuser Busch (Budweiser/Bud Light), First Choice Mortgage Corp., First Choice Realty Corp. Network Mortgage Corp. BNP Paribas, Kalback, McDonnell, Miller LLP (later each attorney individually) Numark Knight & Frank, Coldwell Banker, M&T and many more.

Services included, but not limited to Branding, Marketing Collateral, white papers, presentations (print and digital), advertising collateral, document prep, pre-press, and web design.

## **TLC Funding, Stroudsburg, PA - Design/file reviewer**

1997 - 1999

Review of files, business plans, marketing material and advertising material for errors, inconsistencies, both in spelling, writing, placement and visual errors. Other duties included review of images and material for fraud and plagiarism as well as verification of data.

## **Legendz Comics, Garfield, NJ - Artist**

1996 - 1997

Penciler and inker on 2 properties C-Herculeans and Hurculeans for independent comic publisher. Created art for publication and pre-press post digital (hand). Basic offset printing prep.

## **The Comics Franchise Group, Clifton, NJ - Artist**

1994 -1996

Artist, layout artist, typesetter for 4 of several regional stores owned by the franchise; Heights Comics in Hasbrouck Heights, Comics One in Pompton Lakes, Grafix XS in Clifton, and Outer Limits in Clifton - NJ. Developing ads, one sheets, posters, POS/POP, and newsletters for the various locations.

## **Apex Video, East Rutherford, NJ**

1992 - 1994

Cover & package designer, catalog artist for adult video publishing and distribution company serving wholesalers & retailers in the NJ, NY and Pennsylvania markets. Develop box art for and catalogs using both digital and analog methods (primarily analog) for print.

## EDUCATION

### **Brookdale Community College, Lincroft, NJ**

*Graphic Design AAS*

*Studio Arts AFA*

2013 - 2017