



Eric Lanoue

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GRAPHIC DESIGN •

ILLUSTRATION



www.elanoucreative.com

I am a graphic designer, illustrator and manager who combines creative ability, expanding technical knowledge and proven leadership skills, to deliver unique and sensible creative solutions.

Proficient with:

- Adobe Photoshop
- Adobe Illustrator
- Canvas
- Adobe Premiere
- HTML 5
- Adobe InDesign

Also experienced with jQuery, WordPress and Microsoft Office.

Please visit www.elanoucreative.com, or E Lanoue Creative on Instagram or Facebook for examples of my work.

Work History

NIQ

Needham, MA

Creative Solutions Manager

December 2012 - Present

Responsible for day-to-day management of Creative Solutions team, that consists of three Designers, one Software Developer and two Image Procurement Specialists. Handles scheduling and project assignment for the team, while still working directly on client initiatives. Also consults with NIQ Sales Team to scope projects.

Design Technologist

June 2004 - December 2012

Responsible for designing and programming interactive HTML UI's that engage consumers in Nielsen's online innovation tool, IDDEA. Works closely with clients such as Microsoft, Johnson & Johnson, Walmart, Proctor & Gamble, General Mills, Kraft, and Nestlé.

Achievements at NIQ

Development of process and tools used for our Dynamic Design Navigator product. I worked with our development team to create plugins for Adobe Illustrator and Photoshop, that allows us to take our clients original design artwork, and incorporate it into our Studio environment. Heavily involved in the maintenance of these tools, and guiding our clients with setting up their design's to work with our product offering.

Worked with my team and additional development resources to convert our Line and Price programming tools and environments from Adobe Flash, to HTML 5. I identified exactly what pieces needed to be converted, what could be discarded, and what improvements needed to be made.

With a team from Johnson & Johnson, developed package design artwork, to be used in their Concept testing. This artwork was used to represent variations of their current products, or new products, fitting within their brand guidelines.

Freelance Work

CLIFFORD LAW BOSTON logo - Designed new logo for a Boston MA based law firm.

PNK SALES logo and building design - Designed new logo for a local used car dealership. We then worked together to come up with a new paint scheme for their building, designed to work with the branding I provided.

FREEDOM TRAIL NORDIC logo and race suit design - I was initially hired to develop a logo and branding assets for this local nordic ski instruction school. Once that was complete, I was asked to design their racing suits, which was a first for me. My client was very happy with the results.

YELLOW GUITAR BOOK logo and book design - For YGB, a course on how to play the guitar, I was first asked to design their brand logo. From there, YBG asked me to design the entire instructional book, as well as their CD labels and packaging (yes, CD's. This was a while ago. :)).

Merchandise Design for METHUEN YOUTH BASEBALL- I designed numerous graphics to be used on apparel, stickers and promotional materials. These graphics helped double merchandise sales for this non-profit youth sports organization.

CANTON CUBS branding - Designed new logo, and mascot for this Junior Ice Hockey club from Canton MA. My design was used on their home and away uniforms, as well as merchandise.

Education

University of Massachusetts - Lowell

Lowell, MA

Graduated June 1995

Received a Bachelors in Graphic Design / Illustration, and a Minor in Art History.