



# ERIK JENSEN

## CONTACT

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## ACCOLADE

*“Every company should have one. Erik was ours. By that I mean a questioner of the status quo. Erik is always wondering why? Why do something that’s already been done before? Why do it that way, this way might be better. By doing this, he helped us come up with the unique and great, rather than the tried and true.”*

-Dave Longfield,  
Creative Director, BrandLab

## PERSONAL PROFILE

I have always had a passion for design, but did that mean I was meant to be an architect or a graphic designer? I studied both when I began my educational pursuits, in the process realizing I was undeniably drawn toward graphic design. Why? For me it is the indescribable love of grids, typography, kerning, color, composition, technology, and visual communications that resides within. It is noticing the tiniest details, the details which the public generally overlooks. It is the blessing (*and the curse*) of the meticulous nature that makes a successful designer.

Having spent most of my career in a small market working in boutique agencies has made me extremely adaptable and able to switch gears at a moments notice. From designing, to branding, to coding, to production, to decision-making, to client and vendor relations, I am able to handle any task to which I am assigned. Versatility has become a major component in my day-to-day operations.

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## CAREER HISTORY

### Freelance Graphic Designer & Web Developer

April, 2011 to Present

### BrandLab

*Senior Designer/Art Director*

October, 2009 to April, 2011

BrandLab was established when Octane Studios partnered with Dave Longfield of the Richards Group. The agency stepped out from simply being known as the “cool, hip” boutique shop in town, to one that could compete on a full-service level with all the major players. The focus shifted toward developing stronger branding platforms and strategies, while maintaining an emphasis on keeping the edginess and availability that attracted our clients to BrandLab.

My role with the company was quite broad, ranging from lead designer, to lead web developer, to strategist, to client and vendor liaison. Such is the nature of working in a small shop. Over the years I’ve proved myself to be very well rounded, while maintaining my passion for learning and growing.

### Octane Studios

*Senior Designer*

April, 2006 to October, 2009

When I was asked to join Octane Studios, I was ecstatic. Octane had a reputation for being the “cool” design studio in town. This was my chance to escape the monotony of casino work and start really testing my ability. I jumped at the opportunity. I was re-energized and grew exponentially with the knowledge I gained. Octane is where I started truly learning and respecting all aspects of design.



## QUALITIES

Thorough and meticulous.  
Fast and able to work under the pressure of tight deadlines.  
Capable of adapting to a wide range of styles outside my own.  
Ability to stick to the creative brief and brand standards.  
Knowledgeable in both creative and client sides of the industry.  
Friendly, attentive, punctual, hardworking, analytical, eager, and prideful of my work.

## INTERESTS

All facets of design, art, typography, photography, technology, music, movies, culture, skateboarding, bicycling, athletics, and my personal favorite, traveling.

## MY REGARDS

Thank you for taking the time to view my resume. If you have not already done so, please visit my online portfolio at: [www.iamerik.com](http://www.iamerik.com)

Thank you and I look forward to hearing from you.

-Erik Jensen  
e@iamerik.com

## CAREER HISTORY *continued...*

I started at Octane primarily as a print designer with a decent knowledge of web design and production. It is here that I continued honing my design sense while sharpening my coding skills and becoming efficient in XHTML and CSS, in addition to dabbling in Flash, Javascript, PHP, jQuery, and other libraries.

### Art Associates

*Designer*

March, 2005 to April, 2006

As one of two full-time creatives, I was responsible for every aspect of the art department. That included developing corporate business packages, identities and collateral, website (re)designs, conceptual pieces, self mailers and other design activities. I was responsible for each project from inception to completion.

### Cope & McPhetres (The RAM Agency)

*In-house Design & Marketing Coordinator*

October, 2000 to March, 2005

As the Design and Marketing Coordinator, I was responsible for all things advertising related. This included designing, developing, and maintaining the corporate e-commerce site, SEO for the three corporate web sites, and designing all printed materials, including advertisements for various watersports publications. I was also responsible for all vendor relations and the creation of corporate signage and promotional materials for mailings and conventions.

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## EDUCATION

In an ever changing and expanding industry, I have found it of paramount importance to stay abreast of current trends and technical skills. To that end I am constantly researching and studying the vast libraries of resources available to me (*blogs, books, magazines, tutorials, etc.*) to further expand my skill set and continue my education.

### TMCC

*Associate of Applied Science*

*Graphic Communications Degree, with an emphasis in Digital Media*

1999 to May, 2002

### University of Nevada Reno

*Bachelor of Arts in Journalism*

1997 to 2004

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## SKILL SET

I have a strong knowledge of the following graphic and office software applications: *Illustrator, Photoshop, Dreamweaver, InDesign, Fireworks, Flash, iLife, and MS Office*

In addition to software, I have a working knowledge of the following technologies: *XHTML, CSS, PHP, Javascript, jQuery, and Actionscript*

References available on request.