

# Eric Fritz

print design • web development • photo & video  
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5141 E Moores Creek Rd. Bloomington, IN 47401

## Objective

Create beautiful and effective design communications

## Professional Experience (2000 - current)

### Owner, CoverArts | Bloomington, IN (2010 - current)

- Design websites and print materials for local and regional businesses
- Manage and create content for blogs & multiple social media pages
- Real estate photography & digital photo mockups

### Web Developer (part-time), Eppley Institute | Bloomington, IN (2013-Jan 2014)

- Design websites for the Eppley Institute for Parks and Private Lands and the IU School of Public Health
- Produce historical videos for National Park Service based on provided scripts
- Format and post regular news/weblog/event items

### Web Developer (part-time), IU Department of Chemistry | Bloomington, IN (2012-Jan 2014)

- Design websites for departmental research groups
- Redesigned the department's Physical Biochemistry Instrumentation Facility website
- Create event pages, sign-up web forms and front-end HTML/CSS

### Art Director, DiscMasters | Maple Park, IL (2000 - 2010)

- Designed CD/DVD packaging for independent music artists and for business/Industry
- Designed, developed and maintained company website: discmasters.com
- Designed, developed and updated various websites for radio and music industry
- Trained and guided the work of one other designer
- Created backup strategy and maintained art file archives

### Designer, ARS Advertising | St. Joseph, MI (1999 to 2000)

- Designed and maintained client web sites, and the company's website
- Designed print media – product launch campaigns, brochures, advertisement, sell sheets
- Diagnosed and solved Macintosh hardware/software problems

## Education

Master of Science, Instructional Design, May 1992

Bachelor of Science, Organizational Leadership, December 1990

Purdue University, West Lafayette, IN

## Online Portfolio

please visit [CoverArts.com](http://CoverArts.com)

## Proficiencies

Photoshop, InDesign, Illustrator, DreamWeaver, WordPress, HTML, CSS, Javascript libraries, Final Cut Pro, Lightroom, Logix Pro X, Facebook Ads, Google Ads.

## Awards

Best Instructional Video: CCAIT Producer’s Showcase National Competition

“The Cat: A Video Lab Manual”: co-producer, co-writer, editor, camera, audio, graphics

## Social Media Accounts

The chart below compares social media follows under my direction. 95% of all content was created or shared by me.

	<b>FACEBOOK PAGE LIKES</b>	<b>TWITTER FOLLOWERS</b>	<b>GOOGLE+ FOLLOWERS</b>	<b>PINTEREST FOLLOWERS</b>
<b>VintageVectors</b>	FB: VintageVectors	@vintagevectors		
BEFORE	0	0		
AS OF 7/26	<b>554</b>	<b>200</b>		
<b>Cedarview Mgt</b>	FB: CedarviewManagement	@CedarviewMgt	+CedarviewManagementBloomington	cedarviewmgt
BEFORE	265	5	0	0
AS OF 10/15	<b>1,006</b>	<b>703</b>	<b>13</b>	<b>20</b>
<b>EnviroClean</b>	FB: envirocleanteam	@BtownCleaning		
BEFORE	5	0		
AS OF 10/15	<b>108</b>	<b>56</b>		
<b>10 Salon &amp; Spa (closed)</b>	FB: 10Salon			
BEFORE	0	0	0	0
AS OF 10/15	<b>1,284</b>	<b>71</b>	<b>28</b>	<b>123</b>

## **Professional Experience** (prior to 2000)

### **Owner of Fritz Design and Consulting | Kalamazoo, MI (98 to 99)**

- Designed and maintained client web sites
- Designed print media - books, binders, brochures, videotape covers, business cards, packaging
- Diagnosed and solved Macintosh hardware/software problems
- Facilitated clients in setup and use of the internet

### **Graphic Designer for Improvisions, Inc. | Kalamazoo, MI (94 to 97)**

- Traveled with a team to Washington DC to finalize slide shows at FDA committee meetings, helping Rogaine Extra Strength® to receive FDA approval for Pharmacia & Upjohn
- Designed multimedia presentations for major conferences
- Designed print media (spot and process color) - binders, posters, packaging, annual reports, sales brochures, advertisements
- Diagnosed and solved Macintosh hardware/software problems

### **Instructional Media Specialist**

#### **for Glen Oaks Community College | Centreville, MI (91 to 94)**

- Established Instructional Services Support Center (ISSC), an instructional media production facility
- Researched, purchased and installed hardware/software for production of instructional slides, overhead transparencies, video and multimedia
- Trained all full-time faculty in the use of ISSC equipment
- Researched and reported to College Administrators and Federal Grant Officers on the impact on student retention
- Allocated a budget of over \$175,000 over three-year period