

Eric Jefferson

Marketing Designer

Denver, CO · ericj1018@icloud.com · linkedin.com/in/ejcreative

Portfolio: boldin.envisionstudios.io

Case studies: [Synovus](#) · [Credit Karma](#) · [risk3sixty](#) · [fullCircle GRC](#) · [SiteOne](#)

SUMMARY

Marketing and brand designer with 12+ years of experience, including Brightwave email campaigns for Synovus and Credit Karma. Created PowerPoint, email and social templates used across risk3sixty, plus website templates used by the GoTo Foods team. Design experience spans landing pages, campaigns, presentations, social and event materials. Figma is my main design tool.

EXPERIENCE

Envision Studios · Freelance Brand and Web Designer · 2026 to present

- Design client brands: logos, brand guidelines, print, photography and social graphics.
- Designed and built a product website for a specialty supplier using one design system.
- Built an AI-assisted workflow that turns a design system into finished pages. I review every page before launch.

Denver Broncos · Stadium Operations and Game Day Marketing · 2025 to 2026

- Game-day stadium operations.
- Saw how a pro team markets to its fans in person, from the gates to the final whistle.

risk3sixty · Brand Designer · 2019 to 2024

- Designed campaign assets: digital ads, landing pages, gated downloads, email templates and social graphics.
- Created PowerPoint, email and social templates used across the company.
- Created sales presentations, one-pagers, datasheets and case studies with sales and leadership.
- Designed trade show booths, banners, signage, print and apparel. Managed print and apparel vendors.
- Led the brand: identity, brand guidelines, website, video and motion graphics.
- Designed the brand, logo and original product UI for fullCircle GRC, the firm's SaaS platform.

GoTo Foods · UX Designer · 2018 to 2019

- Web design and UX for seven franchise brands, including Moe's, Jamba, Cinnabon and Auntie Anne's.

Brightwave · Interactive Designer · 2017 to 2018

- Designed interactive email campaigns for Char-Broil, Chick-fil-A, Ferrari, SiteOne, Credit Karma and Synovus.

Social Network MD · Art Director · 2016 to 2017

- Branding, web and print for small businesses.

Phobio · Graphic Designer · 2015 to 2016

- In-store promotions for Verizon retail stores.

Ambush Boarding Co. · Brand Designer · 2012 to 2015

- Rebranded a boarding retailer: website, merchandise, apparel and boards.

SKILLS

Marketing: Campaigns, Landing Pages, Email Templates, Digital Ads, Social Media, Lead Generation, Event Graphics

Sales Enablement: Sales Presentations, One-Pagers, Datasheets, Case Studies

Brand: Visual Identity, Brand Guidelines, Logo Design, Print, Signage, Apparel

Web and Product: Web Design, Design Systems, UX, Product UI, HTML/CSS, WordPress, Elementor

Video: Video Production, Motion Graphics

Project Management: Design Intake and Prioritization, Cross-Functional Collaboration, Vendor Management

Tools: Figma, Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, Sketch, PowerPoint, Google Slides. **AI:** Claude Code, Codex, Higgsfield

EDUCATION

BA, Graphic Design · The Art Institute of Atlanta · 2007 to 2011