

Eleanor Anderson

designer & illustrator

eleanoranderson.design
hello@eleanoranderson.design
201.213.8417

Education

Kutztown University of Pennsylvania
B.F.A. in Communication Design | May 2020
Concentrations in Graphic Design & Illustration
Dean's List Fall 2016 – Spring 2020
Honors Student | GPA: 3.95 | *Summa Cum Laude*

Skills

- Excellent at time management and organization
- Skilled and versatile in traditional and digital illustration
- Strong attention to detail, clean craftsmanship, and flexibility
- Proficient in Adobe Creative Suite: Illustrator, Photoshop, InDesign
- Experienced in operating large-format Roland solvent printers
 - Familiar with HTML/CSS/SCSS

Awards & Exhibitions

- The Terry Boyle Illustration Award**
April 2020, Communication Design Senior Illustration Award
- MUMEDI To Death with a Smile Exhibition | Mexico City, Mexico**
December 2019, International Juried Exhibition
- Blood, Sweat, and Illustration Exhibition | Kutztown, PA**
February 2019, Group Show
- To Death with a Smile Poster Exhibition | Kutztown, PA**
October 2018, Group Show

Volunteer Design Experience

- The Chatham Community Players | Chatham, NJ**
Graphic Designer | Summer 2014 – May 2022
- Design cohesive and eye-catching posters, website banners, postcards, flyers, annual brochure, and program covers for all major performances
 - Schedule meetings with assigned directors and producers to develop graphics
- Designathon | Kutztown University | Kutztown, PA**
Illustrator | 2017 – 2019
- Annual collaborative 18-hour design marathon event to create works for local nonprofits
 - 2017 – Logo for animal shelter brochure
 - 2018 – Murals for the Spring Township Library in Wyomissing, PA
 - 2019 – Graphics and flyer for the Boyertown Museum of Historic Vehicles' 5th annual food truck event "The Truck Stops Here"

Design Experience

ArtSkills, Inc. | Bethlehem, PA

Graphic Designer & Illustrator | February 2023 – April 2023
Associate Graphic Designer & Illustrator | July 2020 – February 2023

- Create graphic design and illustration deliverables including but not limited to: packaging, logos, retail display boxes, instruction sheets, presentation slides, arts & crafts activity kit component artwork, stickers, tattoos, labels, and character designs
- Spearhead start-to-finish product development, with deliverables including but not limited to: preliminary research, moodboards, concept slides, pricing sheets, sketches, prototypes, product specifications, assembly instructions for overseas production, and quality control of pre-production samples
- Collaborate with cross-functional teams of art department, sales, marketing, compliance, and overseas operations to ensure successful product development in rigorous, accelerated timelines
- Lead teams of associate graphic designers, delegating workload and ensuring both small and large-scale projects stay on schedule

Crayola | Easton, PA

Creative Services Intern | January – March 2020

- Design the Summer Intern 2020 64-ct. crayon box cover, HR tablecloth for recruitment events, and international marketing crayon logo used in State of the Business meeting
- Illustrate cover imagery and toy instructional imagery for Crayola Experience merchandise
- Assemble a wide variety of package comps and twenty-two selfie wall props for Toy Fair 2020
- Seek constructive design direction from team members and adhere to production deadlines

Florham Park Public Library | Florham Park, NJ

Intern | Summer 2017 – January 2021

- Create flyers, newsletters, and weekly e-blasts to subscribers detailing child, teen, and adult library programs and events
- Write program descriptions to send to local newspapers and online calendars for the "Second Sunday" series of library events
- Work with new director to rebrand and streamline library publicity

The Summit Playhouse | Summit, NJ

Graphic Designer | Summer 2019 – May 2022

- Design annual brochure to promote upcoming season
- Design cohesive and attention-grabbing posters, website banners, postcards, flyers, and program covers for all major performances that are consistent with annual brochure graphics
- Work closely with board members and show directors of the Playhouse to create seasonal show graphics

Freelance

2015 – Present

- Logo design for Spinneret Web Consulting
- Multiple paid digital illustration commissions

Other Experience

Kutztown University Housing and Residence Life | Kutztown, PA

Desk Receptionist | August 2017 – August 2019

- Provide guidance and resources for student residents regarding issues related to on-campus living
- Update visitor log, complete information reports, record and sort mail, answer phone calls to the desk, maintain a calm lobby environment