

ERIK M. KLAVER

BS Marketing ('89), Bentley College

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PROFESSIONAL SUMMARY

Having over 30 years experience as a graphic designer, creative director and brand champion, I've managed myself, a staff of eight, and over twenty clients and vendors simultaneously — with a focus on the ideas, the brand, the competition and the audience. I've learned the importance of a flat sheet and a flat-rate; the difference between pixels and points; and the value of pennies and dollars. Most importantly, I've learned the strength that comes from building relationships on respect, hard work and never forgetting to laugh along the way.

• EXPERIENCE: PRINCIPAL, CREATIVE/ART DIRECTOR, DESIGN, PRODUCTION

United Way, October 15 - Present

thoughtivity, January 04 – Present

Apple, Inc., April 14 – October 15

Rhode Island School of Design, January 03 — July 15

Specialty Commerce Corp., PartyLite, Inc., Champagne Lafayette, SRK Group

• RESPONSIBILITIES: CREATIVE/DESIGN/PRODUCTION

Discuss and design strategies to maintain and/or reinforce brand recognition, and develop marketing plans that help successfully attain marketing goals

Present, to a wide range of clients, multiple creative concepts that meet marketing, budgetary and creative goals; utilize software to create working production documents

Concept, shoot and edit photography and/or short-format video to support brand and corporate campaign

Complete design/production of files in a Mac-based environment, adhering to strict guidelines for accurate reproduction of print and/or electronic files

Press-check jobs to ensure accuracy of color and content

Remain current with industry standards, issues and technologies; provide information and/or training to colleagues in order to improve efficiency; make recommendations on the purchase and upgrading of hardware and software

: MANAGERIAL

Manage design studio and staff to ensure timely, accurate and creative production of all print and digital collateral, including annual and financial reports, websites, direct-mail, corporate ID, magazines, directories, newsletters, and other associated materials

Complete cost analysis for all design projects

Oversee pre- and post-production meetings to identify, discuss and resolve project issues

Manage and train colleagues to complete production of assigned tasks on-time and within budget and concept parameters

Coordinate media purchasing as needed and complete project scheduling, file preparation and delivery to vendors in agency setting

Maintain and support the Apple brand through individual and group training, product support and customer interactions

: EDUCATIONAL

Teach design/graphics (InDesign, Illustrator, Photoshop) digital prepress production, advertising and branding curriculum to students in a classroom setting

Evaluate and grade students on progress and performance; assist in the development of curriculum, lesson plans and assignments

• AWARDS

American Advertising Federation (AAF) Tampa Bay: Silver ADDY (2019); Silver ADDY (2018); Tucker Award (2017)
portfolios.com: Gold (2006)

Air Transportation World: Gold (2005)