ERIC COLTON

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Senior Digital & Print Production Designer / Graphic Designer

A highly experienced Digital, Print, and Pre-Press Production Designer with 15+ years supporting consumer brands, retail, education, entertainment, and marketing teams. Expert in delivering production-ready assets across digital, print, packaging, email, web, social, and experiential platforms while maintaining brand consistency, speed, and accuracy. Known for strong typography, color, layout, and a calm, solutions-driven approach in fast-paced, deadline-driven environments.

CORE CAPABILITIES

Digital, Print & Packaging Production, Brand Systems & Visual Guidelines, Marketing & Sales Enablement Assets, Labeling & Mechanical Builds, Typography, Color & Layout Excellence, UI/UX & Design Systems Support, Photo & Video Editing / Retouching, Trend & Market Awareness, Prepress, Proofing & Quality Control, Cross-Functional Collaboration, Project Coordination & Workflow Optimization, AI-Assisted Design

TOOLS & PLATFORMS

• Adobe Creative Suite (Photoshop, Illustrator, InDesign, Acrobat, After Effects, Premiere Pro, Firefly, Dreamweaver)
• Canva • Figma • QuarkXPress • Lightroom • FileMaker Pro • Workfront • Fiery RIP • Esko • FTP • 3ds Max • Live 3D
• Strata 3D • Microsoft Office (Excel, PowerPoint, Teams, Word) • Mac & PC

PROFESSIONAL EXPERIENCE

Print + Digital Production / Graphic Designer Freelance (Remote) | Southern California | 2024 – Present
• Design and produce high-quality visual assets across digital, print, web, email, social, presentations, and sales enablement materials.
• Apply and adapt brand guidelines to ensure consistency across all deliverables.
• Edit, retouch, and prepare photography and video assets for marketing and promotional use.
• Support multiple clients simultaneously, managing priorities, revisions, and tight deadlines.
• Deliver production-ready files with meticulous attention to typography, layout, color, and technical specifications.

Print + Digital Production / Graphic Designer (On-Site) | BCI Buckeye Corrugated Inc. | Houston, TX | 1 yr 10 mo
• Designed and prepared production-ready packaging, labeling, retail displays, and paper-based consumer products for press.
• Created original artwork, adapted existing designs, and applied graphics across various product formats.
• Led UI/UX redesign of FileMaker Pro, improving usability, workflow efficiency, and adoption company-wide.
• Managed prepress, plate approvals, color management, ink formulas, and vendor coordination.
• Partnered with sales, structural design, project managers, and vendors to meet client expectations and deadlines.
• Trained and on boarded new hires, ensuring consistent production standards and workflow adherence.

Print + Digital Production / Graphic Designer (Hybrid) | Lakeshore Learning Materials | Carson, CA | 12 yrs 1 mo
• Produced print, digital, packaging, POS, interactive, and experiential assets for a national consumer brand.
• Maintained and evolved brand consistency across retail, web, email, social, interactive games, and in-store displays.
• Designed and adapted artwork for consumer products, including toys, games, books, STEM kits, and learning materials.
• Supported UI/UX improvements, troubleshooting design issues and optimizing user experience across platforms.
• Conducted detailed preflight, proofing, and quality control to ensure flawless production output.
• Collaborated closely with creative directors, marketing teams, and vendors to execute high-volume campaigns on schedule.
• Managed multiple concurrent projects in a fast-paced environment with shifting priorities.
• Trained and on boarded new hires to streamline workflow and maintain high production standards.

Print + Digital Production / Graphic Designer (Hybrid) | Imaging Technologies | Anaheim, CA | 2 yrs 9 mo
• Designed and produced layouts for banners, brochures, large-format graphics, and marketing collateral.
• Provided hands-on production support including file setup, mechanicals, and press-ready delivery.
• Communicated directly with clients to edit, retouch, and refine artwork to meet specifications.
• Trained new hires on workflows, quality standards, and production processes.

Print + Digital Production / Graphic Designer (Hybrid) | Uber Warning Management | Los Angeles, CA | 2 yrs
• Designed, retouched, and produced editorial layouts, magazine covers, advertisements, and comp cards.
• Ensured accuracy, consistency, and brand alignment across print deliverables.
• Mentored junior designers and supported workflow efficiency under tight deadlines.

EDUCATION

BA – Digital Media Production | University of the Arts, London, England
AA – Digital Media (Audio & Film) | Oxford College of Further Education, Oxford, England