

ERIC COLTON

Graphic Designer - Prepress Production Lead

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Highly skilled unicorn as a Graphic Designer - Prepress Production Lead with extensive experience in driving quality and efficiency across digital, print, and packaging design. Adept at managing complex projects, optimizing workflows, and ensuring brand consistency from concept to delivery. Proven ability to collaborate with cross-functional teams and vendors to meet stringent deadlines and client expectations. Expertise in prepress, color management, and preparing production-ready files. Committed to delivering exceptional results and contributing to company growth.

WORK EXPERIENCE

Graphic Designer Prepress Production Freelancer

Remote

Graphic Designer Prepress Production, Buckeye Corrugated, Inc.

Houston, TX

- Designed and prepared production-ready packaging, labeling, retail displays and promotion pieces for high-volume printing.
- Created original artwork, adapted existing designs, and applied graphics across, diverse product formats.
- Oversaw prepress operations, plate approvals, color management, ink formula selection, large format printer maintenance, supply orders, and vendor coordination to ensure seamless production.
- Collaborated with sales, customer service, structural design, project managers, machine operators, and external vendors to achieve client expectations, company standards and critical deadlines.
- Implemented the process and usage of file templates, team assets and department symbol libraries for consistency.
- Spearheaded the UI/UX redesign of FileMaker Pro, go to lead for troubleshooting with focused solutions, significantly improving usability and workflow efficiency, leading to greater company-wide adoption.
- Trained and on-boarded new team members, ensuring adherence to consistent production standards and established workflows.

Graphic Designer Prepress Production, Lakeshore Learning Materials

Carson, CA

- Produced a comprehensive array of print, digital, packaging, point-of-sale (POS), interactive, and experiential assets for a national consumer brand. Implemented the process and usage of file templates, team assets and department symbol libraries for consistency.
- Maintained and evolved brand consistency across retail environments, web platforms, email marketing, social media channels, interactive games, and in-store displays.
- Designed and adapted artwork for a variety of consumer products, including packaging, catalogs, marketing material, board games, toys, books, guides, STEM kits, fabricated graphics and educational materials.
- Conducted meticulous preflight checks, proofing, and quality control to guarantee flawless production output.
- Worked closely with creative directors, marketing teams, and vendors to execute high-volume campaigns punctually.
- Managed numerous concurrent projects within a dynamic, fast-paced environment characterized by shifting priorities.
- Contributed to UI/UX enhancements by troubleshooting design issues and optimizing user experience across multiple platforms.
- Facilitated the training and onboarding of new hires to streamline workflows and uphold elevated production standards.

SKILLS

- Digital Production • Print Production • Prepress Production • Packaging Design • Email Design • Web Design • Experiential Design
- Social Media Graphics • Brand Systems • Visual Guidelines • Marketing Assets • Sales Enablement Assets • Labeling Design
- Mechanical Builds • Typography • Color Management • Layout Design • UI/UX Design • Design Systems • Photo Editing • Retouching
- Video Editing • Trend Awareness • Market Awareness • Prepress • Proofing • Quality Control • Project Coordination • Barcodes • Speed
- Accuracy • AI-Assisted Design • Workflow Optimization • Brand Consistency • Solutions-Driven • Calm Demeanor • Prioritization
- Cross-Functional Collaboration • Project Coordination • Client Communication • Revision Management • Deadline Management
- Attention to Detail • Vendor Coordination • Team Training • Mentoring

- Adobe Creative Suite • Photoshop • Illustrator • InDesign • Acrobat • After Effects • Premiere Pro • Lightroom • Firefly • Dreamweaver
- Canva • Figma • QuarkXPress • XMPie • FileMaker Pro • Workfront • Fiery RIP • Esko • FTP • 3ds Max • Live 3D • Strata 3D
- AI Proficient • Microsoft Office • Mac OS • Windows OS

EDUCATION

University of the Arts
Oxford College of Further Education

BA, Digital Media Production
AA, Digital Media

London, England
Oxford, England