

# ERIC TSUCHIYAMA

---

Seasoned graphic designer and visual artist with a decade of experience in advertising. Skilled in digital/print design and motion graphics, delivering high-impact and detail-oriented work under tight deadlines for live entertainment, cultural institutions, and non-profit organizations.

---

## EMPLOYMENT HISTORY

### OMNICOM STUDIOS / SERINO COYNE

**Designer, Digital** | 2015 - 2019 / 2021 - Present

Developed and executed digital and social media campaigns in collaboration with creative teams/clients while ensuring brand identities were maintained with very quick turnaround, creative direction of digital presence for various client properties, and overseeing of Junior Designers. Projects included digital OOH, static/animated display ads, static/animated social content, website design, and HTML email marketing. Key clients: *Wicked*; *The Phantom of the Opera*; Disney on Broadway's *The Lion King*, *Aladdin*, and *Frozen*; The Tony Awards; *Jersey Boys*, *Mamma Mia*, *The 25th Annual Putnam County Spelling Bee*, National Geographic, New York Philharmonic, Chamber Music Society of Lincoln Center, Manhattan Theater Club, RiseNY.

### SPOTCO

**Digital Designer** | 2019 - 2020

Collaborated with clients and creative teams to create and elevate effective messaging with a strong attention to detail to ensure maintained brand identities in a fast-paced environment. Projects spanned the digital media landscape including: display ads, websites and e-mail marketing. Key clients: Audible Theater; *Beetlejuice on Broadway*; *Hadestown*; Lincoln Center Theater; Park Avenue Armory.

### OTTO & FRIENDS

**Graphic Designer (Ongoing Freelance)** | 2020 - 2024

Collaborated with executive team and clients to elevate clients' visual identities, creative direction and implementation of visual identities across print and digital media. Projects included rebranding and logo development, website design, social media design, large-scale event signage, and digital/printed marketing collateral. Key clients: The PERT Consortium, Buffalo Maritime Center, Vanguard Theater Company.

---

## EDUCATION

### CENTRAL MICHIGAN UNIVERSITY

Bachelor of Fine Arts, *Theatre Performance*

### SHILLINGTON SCHOOL

Certificate in Graphic Design

### SCHOOL OF VISUAL ARTS

Typography and Identity

### GENERAL ASSEMBLY

Certificate in Front-End Web Development

## SKILLS

### PROFICIENT IN...

Adobe Creative Suite (Expert Level): Photoshop, After Effects, Illustrator, InDesign

Google Web Designer (Expert Level)

HTML, CSS, JavaScript/jQuery (Intermediate Level)

### I ALSO...

Communicate clearly and effectively

Maintain a high level of organization

Type 70 words per minute

Moonlight as a sock puppeteer