

eric d. jackson

ASSISTANT
PROFESSOR +
SENIOR
GRAPHIC
DESIGNER

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(Address available upon request)

experience

Assistant Professor of Graphic Design Tennessee State University (2020 - Present)

As a Graphic Design instructor, I teach undergraduate design courses at both the introductory and intermediate levels.

- Participated with the A&D Department's Curriculum Committee (Oct. 2020 - Present)
- Advisor of Kappa Pi International Art Honor Society
- Co-Organizer of the A&D Mentorship Program
- Brand Developer, TSU CADENCE Program

Advisory Committee Member Tennessee College of Applied Technology (2021 - Present)

TCAT chooses individuals who are considered experts in the graphic design industry to meet with the program instructor to share information regarding industry standards.

Adjunct Professor of Graphic Design Nossi College of Art (2016 - Present)

Teaching & writing curriculum for multiple, hands-on design courses including Small Business Management, Social Media Design, Typography Design, Production Art, and various software courses.

- Created the course and initial curriculum for Photography for Designers (PH 325);
- Has written curriculum and taught both on campus and online courses;
- Utilizes advanced expertise to develop comprehensive curriculum; successfully adapts; materials for students with diverse backgrounds.
- Ensures the timely completion of projects and assignments by providing individual attention to students and seamlessly directing multiple project teams simultaneously;
- Cultivates a positive classroom environment through effective collaboration with students and fellow staff members.

bio

Hello! I am a creative leader who inspires while serving as a conceptual visionary and a skilled graphic designer, making certain that work is of a consistent, high quality. During my career, I have worked with a diverse clientel  associated with general education, politics, higher education, non-profit + religious-based organizations, government, and finance.

I've developed, collaborated, and directed several initiatives ranging from print and digital ads to out-of-home executions, website designs, collateral marketing materials, branding/identity and campaign development. I've excelled at overall strategy and pride myself on the ever-important customer service portion of business.

education

BACHELOR OF FINE ARTS IN GRAPHIC DESIGN

Middle Tennessee State University
Murfreesboro, TN

MASTER OF FINE ARTS IN MEDIA DESIGN

Full Sail University
Winterpark, FL

UI DESIGN CERTIFICATION

Design Lab
www.designlab.com

affiliations

AIGA American Institute for Graphic Arts
(Nashville Chapter) Member of the Board of Directors (Secretary)

Alpha Phi Alpha Fraternity, Inc. (Murfreesboro)

Kappa Pi International Art Honor Society

experience (continued)

Graphic Design Lecturer, Dept. of Art + Design Middle Tennessee State University (2018 - 2019)

Instructed 4 courses per semester across the disciplines of graphic design, which included foundational design/software methods and illustration, traditional + digital drawing techniques, + Portfolio 1 course committee. Courses taught included Typographic Design, Interactive Design 1, Portfolio 1, Digital Illustration, Graphic Design Technologies, + Typography in Motion.

Sr. Graphic Designer + UI/UX Design Lead Mt. Zion Baptist Church (2006 - 2018)

Developed a high-performing creative team to successfully execute design projects nationwide advertising campaigns. Develop and maintain branding standards, templates, and resources.

Key Achievements:

- Promoted to Lead Designer
- Implemented project management system
- Delivered high quality designs on tight deadlines
- Collaborated on visual design concepts with the Lead Video Editor
- Design & front-end web development
- Developed and managed all branding, promotions, and all online registration processes
- Develop and conduct user testing and user feedback sessions.
- Coordinated cross-application integration of projects.

Web Specialist Middle Tennessee State University (2003 - 2006)

Maintained the University's web presence and Help Desk via the Department of Academic & Instructional Technology Services.

Key Achievements:

- (ITC) Instructional Technology Conference speaker for 3 consecutive years
- Branded the MTSU web presence that catered to over 23K+ students and delegated creative development tasks to a 4 member team
- Created curriculum and taught 8 design workshop courses for staff, faculty, & students
- Developed marketing campaign that increased workshop participation from less than 10 to 40+ participants monthly
- Lead the design team on all projects that collaborated with the IT Specialist and Sr. Systems Analysts

Associate Graphic Designer Mass Media, LLC - (March 2000 - January 2003)

Skillfully developed diverse collateral marketing materials, including over-sized POP materials, captivating brochures, and compelling advertising campaigns while attending press checks, coordinating photo shoots and client management meetings.

- Managed multi-faceted campaigns from the conception to completion.
- Developed relationships with print vendors as well as negotiated contracts to decrease fees for clients
- Developed project coordinating system to sync project information between the senior designer and associate designers

areas of expertise

- + Brand Development
- + Team Leadership
- + Adobe Creative Suite
- + Adobe XD
- + InVision
- + High-level Communicator
- + Creative Direction
- + Project Management
- + Public Speaking/Presentations
- + Responsive Web Design
- + Coding (HTML, CSS)
- + Digital Photography/Photo Editing
- + Copywriting & Proofreading

connect

Portfolio: ericjackson.design
Behance: behance.net/ericdjackson
Linkedin: linkedin.com/in/thejacksondesignz