

ERIC CALCAGNINO

Senior Graphic Designer | Brand Designer | Art Director

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PROFESSIONAL SUMMARY

Brand and visual designer, 20+ years in, mostly fintech and edtech. I build identities and the systems that keep them consistent: voice, logo, type, color, and the guides a team actually uses. My rebrands have run from first pitch through full rollout, including one that drove \$1.5B in new loans and deposits and earned international recognition. I use AI in production daily, and I know where it helps and where it just makes weak work faster.

EXPERIENCE

Senior Graphic Designer, Follett Software (Follett School Solutions)

Edtech · B2B SaaS · K-12 & Higher Education | 2018 – Present

- Own the Follett Software brand outright: voice, look and feel, logo usage, typography, and color, plus the style guides and brand books that keep all of it consistent.
- Led the rebrand after the company split from FSS: new brand guidelines and logo, plus a full redesign of the marketing across print and digital.
- Set creative direction in internal reviews, and brief the outside vendors and creatives who extend the brand across channels.
- Built the template and asset systems that let a small team produce high volumes of on-brand email, web, social, sales, presentation, and event work across product lines.
- Cut project delivery times 35–55% after taking over project layout and timelines, rebuilding the production pipeline and stripping out duplicate steps, without giving up craft.
- Use AI in daily production where it earns its place, and keep it out where it doesn't.

Senior Marketing & Communications Designer / Copywriter, BCU (Baxter Credit Union)

Fintech · Financial Services | 2016 – 2018

- Delivered the in-house design for a company-wide rebrand, working alongside the lead agency.
- Designed and ran multichannel campaigns for a nationwide membership (email, web, print, social, display), nearly doubling year-over-year click-through and lifting ad scores.
- Built financial-education and promotional materials for different member segments, each one on brand and on message.
- Named BCU Employee Volunteer of the Year in 2017.

Art Director / Senior Graphic Designer, The PrivateBank (CIBC)

Fintech · Financial Services | 2009 – 2016

- Won a blind pitch against several outside agencies, then led the full rebrand that came out of it. It went on to win design awards and international recognition.
- Owned the brand identity from the ground up, then wrote the style guides and standards that held it together across seven lines of business.
- Ran a small in-house design team and directed outside vendors and creatives across print, digital, social, events, environmental, broadcast, mobile, and eLearning.
- Created the campaign and financial-literacy materials behind the consumer line's launch, which drove over \$1.5B in new loans and deposits during the post-crash recovery.

Art Director / Senior Designer / Photographer, Forward Concepts Media

Branding & Campaigns · B2B / B2C | 2003 – 2009

- Art-directed and designed brand and campaign work for industrial B2B and retail B2C clients. The range ran from brand strategy and packaging to point-of-purchase, broadcast, experiential, and presentation design.

CORE SKILLS

- **Brand & identity:** visual identity, brand voice, logo systems, typography, color, style guides and brand books
- **Multichannel design:** email, web, landing pages, paid social, display, print, direct mail, events, environmental and experiential, presentations, infographics, annual reports
- **Design systems & production:** modular templates, component and asset libraries, Creative Cloud Libraries, version control, optimized exports
- **Tools:** Figma, Miro; Adobe Photoshop, Illustrator, InDesign, After Effects, Premiere, Lightroom; PowerPoint and Keynote; Google Workspace
- **AI in design:** daily production use, held to a craft-first standard
- **Also:** art direction, campaign concepting, copywriting, HTML/CSS, photography

EDUCATION

BS, Graphic Design & Digital Media, Full Sail University

Magna Cum Laude · Director's Award for 3D Graphics & Special FX