

**MATT ERICKSON**  
**GRAPHIC DESIGNER**

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I'm a multidisciplinary designer working out of Minneapolis, Minnesota who specializes in brand identity, packaging design and illustration. I work with both startups and large, established brands, providing strategic and meaningful solutions to their needs. I am just doing what I love to do, and if I can help others out in the process, it's even better.

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### **Selected Clients**

Leinenkugels Brewing  
Caribou Coffee  
Target  
Herradura Tequila  
Jack Daniels  
Surly Brewing  
Pendleton Whisky  
56 Brewing  
Whyte & Mackay  
Brown Forman  
Fair State Brewing Co  
Midnight Moon Moonshine  
Hood River Distillers  
Rock Bottom Brewing  
General Mills  
Minnesota United  
Northmade Co.

### **Agency Clients**

Cue, Inc.  
Thoroughbred Spirit Consultancy  
Pavement SF  
Device Creative Collaborative  
Trinity Brand Group  
The Wine Group  
Brand Architects  
Style Architects  
Ogilvy & Mather  
The Lacek Group  
Ambient Inks / Knorth Studios  
Bolin Marketing

### **Design Skills**

I am experienced in brand identity, brand strategy, illustration, packaging design, web design, and lettering. I am well versed in working with the Adobe Creative Suite. Also with plenty of experience in print production and methods as well as UI/UX and web development, I can tackle a wide variety of work with an understanding of production processes. I take pride in my craft and my attention to detail. I have a strong Midwest work ethic and successfully meet deadlines.

### **Education**

**University of Wisconsin - Stout**  
Bachelor of Fine Arts: Graphic Design (2014)

### **Work Experience**

**Cue, Inc.**  
*Designer (Mar. 2015-Present)*  
*Design Intern (Dec. 2014-Mar. 2015)*

**Ambient Inks**  
*Designer (Feb. 2014-Feb. 2016)*

**Style Architects**  
*Design Intern (June-Oct. 2013)*

**University of Wisconsin - Stout**  
*Designer (Feb. 2013-Feb. 2014)*

### **Press**

Work featured on Underconsideration, The Dieline, Oh Beautiful Beer, Maxim Magazine, The MPLS Egotist, Creative Market, Hey Design, Packaging of the World and others as well as published in:

*Graphis Design Annual (2018, 2017)*  
*Print Regional Design Annual (2018, 2017, 2016)*  
*Comm. Arts Design Annual (Sept. 2018, 2017, 2016)*  
*Comm. Arts Typography Annual (2017, 2016)*  
*Oh Beautiful Beer (2015)*  
*Comm. Arts Student Showcase (Mar. 2015)*  
*Branding Element-Logo 3 (2014)*  
*Cool Beer Labels (2014)*

### **Awards**

Graphis Gold Award (2018)  
Graphis Silver Award (2018)  
Graphis Merit Award (2018)  
Print Regional Design Award (2017, 2016)  
Best of For Print Only (2016)  
Communication Arts Award of Excellence (2018, 2017, 2016, 2014)  
Best of Graphic Design, UW Stout (2014)  
Eagle Scout Award (2009)