Matt Erickson Creative 2025

# I'm a Graphic Designer and Creative Director in Minneapolis, Minnesota specializing in brand identity design, packaging design and illustration.

## Select Clients

Caribou Coffee
Leinenkugel's Brewing
Target
Jack Daniels
Herradura Tequila
Sanofi
Mariano Rivera
Pendleton Whisky
Whyte & Mackay

Brown Forman Goose Island Brewery

Amazon

Hood River Distillers General Mills

Minnesota United FC

Gold Bond Los Angeles FC

Phillips Distilling Co

## **Agency Clients**

Cue, Inc.
Helms Workshop
Flock Creative
Buddy-Buddy
Device Creative Collaborative
Pavement SF
Stout Collective
Ogilvy & Mather
Thoroughbred Spirits
Ambient Inks
Adventure Creative
Trinity Brand Group

## Education

## **University of Wisconsin-Stout**

Bachelor of Fine Arts: Graphic Design (2014)

## **Work Experience**

#### Cue, Inc.

Senior Designer July 2017-Present
Designer Mar. 2015-June 2017
Design Intern Dec. 2014-Mar. 2015

#### 56 Brewing

Creative Director May 2017-Present

## **Ambient Inks**

Designer Feb. 2014-Feb. 2016

## **Brand Architects**

Design Intern June-Oct. 2013

## University of Wisconsin-Stout

Designer Feb. 2013-Feb. 2014

## Press

My work has been recognized by Graphis Inc, Print Magazine, Type Director's Club, Communication Arts, Brand New, the Dieline, LogoLounge, AIGA, and others.

## Skills

I have extensive experience in brand identity design, strategy, illustration, packaging, interactive design, art direction, and typography. Proficient in Adobe Creative Suite and Figma, I effectively manage a range of projects with a strong grasp of print and digital production.

I pride myself in a high level of craftsmanship, a strong attention to detail, and organizational skills to consistently meet deadlines.

Over the last decade, I've honed my skills in leading projects, mentoring younger creatives, and collaborating across disciplines, with other experience in copywriting, mural work and sign painting.

## **Awards**

Craft Beer Marketing Awards Gold
Communication Arts Award of Excellence (Design)
Communication Arts Award of Excellence (Typography)
Communication Arts Award of Excellence (Illustration)
Graphis Packaging Award
Graphis Gold Award
Graphis Silver Award
Graphis Merit Award
Best Beer Can Designs of 2022
Print Magazine Regional Design Award
Best of Underconsideration "For Print Only"
Best of Graphic Design, UW Stout