



# eric varner

## multimedia graphic designer

Digital • Motion • Print

### Contact

770-861-7440

varnerdesigns.com

eric@varnerdesigns.com

linkedin.com/in/ericvarner

### Expertise

#### Design & Motion

Photoshop

Illustrator

InDesign

After Effects

Premiere Pro

Figma

#### Web

HTML / CSS

Google Web Designer

#### AI Tools & Workflow

Adobe Express

Adobe Firefly

ChatGPT

#### Presentation

MS PowerPoint

MS Office Suite

### Summary

Multimedia designer specializing in digital campaigns, motion graphics, and cross-channel marketing. Known for creating clean, cohesive work and delivering high-quality assets quickly in fast-paced environments. Advanced in Adobe Creative Cloud with experience across brand systems, digital advertising, and AI-supported workflows.

### Professional Development | AI & Emerging Tools

- Generative AI for Creative Workflows — Coursera (Completed, 2026)
- AI for Graphic Designers — Coursera (In Progress, 2026)

### Professional Experience

#### Varner Designs — Contract Graphic Designer

8/2020 – Present

- Designed motion graphics, digital ads, and marketing content for a range of clients across industries.
- Developed branding, visual systems, and print materials tailored to client needs.
- Collaborated directly with clients to deliver fast-turnaround design solutions across digital and print.

#### Graydaze Contracting (via 24 Seven) • Multimedia Designer (Contract)

Atlanta, GA • 9/2024 – 1/2025

- Designed motion-enhanced LinkedIn ads communicating brand value and services.
- Produced Google Ads display graphics and variations supporting campaign performance.
- Updated marketing materials and website content to improve messaging and product clarity.

#### Forbes Travel Guide • Graphic Designer (Contract)

Atlanta, GA • 10/2023 – 9/2024 • Coverage during Creative Lead's maternity leave

- Produced event graphics, digital visuals, and motion assets for global awards programs.
- Designed website assets, newsletters, and training materials across multiple platforms.
- Maintained brand consistency across digital and print deliverables during leadership coverage.

#### Marsden Marketing • Graphic Designer (Contract)

Atlanta, GA • 7/2023 – 9/2023

- Created eBooks and infographics aligned with client brand and style guidelines.

#### PNC Bank (via US Tech Solutions) • Graphic Designer (Contract)

Atlanta, GA • 9/2022 – 11/2022

- Designed a 100+ page financial/tech report, including multiple section versions.
- Developed logos for several internal digital PNC products.

#### UPS Healthcare (via Opusing LLC) • Digital Marketing Designer (Contract)

Atlanta, GA • 6/2021 – 6/2022

- Created motion graphics and storyboards for social campaigns during rapid brand development.
- Designed global event signage and marketing materials, delivering under tight timelines.
- Produced digital graphics and LinkedIn content supporting high-visibility global campaigns.

#### E-Commerce Graphic Designer

5/2013 – 7/2020

Hudson Booksellers • Marietta, GA

- Sole designer for HudsonBooksellers.com, producing high-volume banner ads and digital campaigns.
- Created newsletters, web content, and retail graphics supporting a growing online presence.
- Developed signage and brochures, strengthening brand consistency across channels.

### Education

- The Art Institute of Atlanta • Atlanta, GA • BA in Graphic Design, 2013