

ERICA EFST

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PROFILE

Effective creative problem solver and designer. Expertise in designing with emotional intelligence to produce user-centered results. Exceptional eye for detail and skills in managing design process. Collaborative, driven, and positive.

EDUCATION

Rhode Island School of Design 2015–18
Master of Industrial Design

Parsons the New School for Design 2009–13
BFA Communication Design

SKILLS

2D Adobe Creative Suite: InDesign, Photoshop, Illustrator
3D Rhino, Solidworks
4D Adobe Premiere

Do Rapid prototyping, machining, sewing, patternmaking & garment construction, digital fabrication, visual design, branding, drawing

Think Concept development, art direction, graphic design, design research, ethnographic research, project management, insight analysis & synthesis, storytelling

Speak English, Greek

EXHIBITIONS, AWARDS, PRESS

Grad Thesis Show 2018
Rhode Island School of Design

The Bomb 2016
Tribeca Film Festival, New York

De Facto 2013
Exhibited Parsons thesis work, New York

Emotionally Intelligent Designs 2018
RISD News

Nuclear film does not bomb on Broadway 2016
Bulletin of the Atomic Scientists

No Nukes 2016
RISD News

Marc Harrison Award for Excellence in Design and Invention 2018
RISD

Graduate Fellowship 2016–18
RISD

Dean's List, Merit Scholarship 2009–13
Parsons the New School for Design

EXPERIENCE

PUMA Boston, MA Jan 2019 – present
ART DIRECTOR
Lead creative campaigns from conception to execution, with heavy focus on visual storytelling, consumers, and channel needs. Lead productions for both stills and video with vision and conviction. Oversee teams of designers and collaborators, as well as channel executions in-store, online, and OOH. Have transformed the way the marketing department collaborates with product designers, ensuring brand stories are purposeful and intentional. Have re-structured the production process to ensure effective communication between creatives and stakeholders.

MIT Operations Research Center Boston, MA 2017
DESIGNER, RESEARCHER, ILLUSTRATOR
Communicated large complex ideas related to the impact of big data analytics in healthcare to all age groups through writing stories and illustrating educational comics. Revamped the branding and identity of publishing company specializing in analytics textbooks.

Studio Duuri Providence, RI 2016
DESIGNER & RESEARCHER
Led an extensive design research project to discover insights that guided the next phase of product development for a leading Fortune 500 tech company. Designed and conducted experiments, moderated focus groups, synthesized observations into actionable insights, and managed the team of undergraduate students.

Clinique New York NY 2015
GRAPHIC DESIGNER
Transformed Clinique's retail space in China by developing new brand assets. Led the entire design process by envisioning concepts, sketching comps, art directing photography, and adapting the new creative assets into display materials, both print and digital. Engaged consumers as they entered the space through the design and production of an interactive digital display that exhibited product stories.

Hearst Digital New York, NY 2013–15
GRAPHIC DESIGNER
Designed digital creative assets for various magazines.

Blue Flame Agency New York, NY
GRAPHIC DESIGNER
Drove product sales up by developing new ad campaigns from concept to execution. Communicated effective brand stories by conceptualizing ideas, producing comps, art directing photography, managing pre and post production processes of photo and video shoots, and collaborating with designers, marketers, and production teams. Adapted creative assets to

TEACHING

Designing with Emotional Intelligence Providence, RI 2018
ADJUNCT GRADUATE FACULTY
Co-taught this course about emotionally intelligent design with fellow classmate Katie Smiley.

History of Dress Providence, RI 2018
GRADUATE TEACHER'S ASSISTANT
Assisted in preparing lessons. Helped students with research and other inquiries.

RISD ISB Gallery Providence, RI 2017
GRADUATE ASSISTANT
Helped illustration students prepare the gallery, curate, and hang their work for student shows.