

# Erin Fosbenner

## Design Experience

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**Daily Harvest**, Associate Creative Director  
New York, NY 2018–Present

Leading a design team to establish and expand the design of the DH brand with simplicity and playfulness. Working cross functionally to strategize on campaigns, product launches, packaging and team building.

**Gap Inc.**, Senior Designer  
New York, NY 2014–2018

Worked in the Global Brand Creative team to restore and maintain the Gap brand. Designed print and digital guidelines, logos, visual systems and signage for seasonal campaigns and the GapCard program. Managed team of designers.

**CBX**, Designer  
New York, NY 2010–2013

Developed and executed visual and strategic design for logos, identity systems, mood boards, packaging and style guidelines. Clients include Wawa, Terra Chips, Walgreens & GAMCO.

**Freelance Design**  
2010–Present

Designing logos, websites, packaging, social assets, and small business branding materials.

## Education

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**University of the Arts** Philadelphia, PA  
**BFA with Honors in Graphic Design**

**Philadelphia University** Philadelphia, PA  
Marketing/Graphic Design

## Skills

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### Creative:

Strong skills in understanding and building a brand identity. Range of expertise in print & digital design, logo design, layout, typography, and brand development.

Experience in packaging design, exhibition design, photo editing and print production.

### Technical:

Expert in Adobe Illustrator, Photoshop, InDesign, Figma, with experience in HTML & CSS.

## Recognition

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### American Package Design Winner: Health & Wellness

Little Remedies  
CBX

### Moving the Eye Through 2-D Design: A Visual Primer by Buy Shaver

Painted design included in published work.

### Design Foundation Faculty Award

Second Place  
Philadelphia University