



LANCE ESCHLIMAN

1055 5th Street
Santa Monica, CA 90403
610. 656. 3531

lanceeschliman.com
lance.eschliman@gmail.com
www.linkedin.com/in/lance1977

CAREER OVERVIEW

Rubicon Project: Playa Vista, CA | Visual UI Designer (Currently Freelancing)

Brought on as UI designer to help design, evolve and create innovative B2B SaaS (Software as Service) web-based applications. Provided pixel perfect solutions through my knowledge of UX and usability standards. Day to day responsibilities included creation of design and versioning of complex and sophisticated user interfaces. Was also tasked with updating a very comprehensive styleguide, including typography, color, digital assets, specifications and usage (icons, measurements, modals, etc.)

Rosetta: Princeton, NJ | 5/13 – 8/14 | Art Director

Rosetta is a consulting-centered interactive agency engineered to transform marketing for the connected world. Working as an Art Director on a 2013 Clio Award winning team in a interactive agency, I was responsible for design solutions on materials such as mobile apps (IVAs, digital sales aids, etc.), websites, micro sites, ads, brochures, and tradeshow materials for companies such as Allergan, Bristol Squibb Myers, and Pernix. I worked with partners and colleagues nationally and internationally on pitches and RFPs. Effectively managing my time across many different projects. Help colleagues with projects, critiques, and direction when needed, as well as managing associates.

Fox Rothschild LLP: Philadelphia, PA | 10/12 - 5/13 | Digital Design Specialist

Fox Rothschild LLP is a century old law firm with more than 500 attorneys practicing in 17 offices nationwide. I was brought in to spearhead a corporate rebranding effort. In addition to daily graphic requests, I am responsible for redesigns of materials such as brochures, flyers, tradeshow booths, pitch books, powerpoint template, and creating multiple HTML email templates. I was also tasked to work on a website redesign, and mobile apps. I also implemented graphic filing structure, file naming convention, and corporate style guide.

Bentley Systems, Inc.: Exton, PA | 06/08 – 8/12 | Sr. Graphic Designer

Bentley is the global leader dedicated to providing architects, engineers, constructors, and owner-operators with comprehensive architecture and engineering software solutions. As a senior graphic designer working in a services-oriented marketing department, I was responsible for design solutions on materials such as ads, brochures, CD creation, datasheets, event materials and concepts, HTML emails, mailers, tradeshow booths, web banners, and white papers. Work with colleagues internationally, to ensure all expectations are met for requested marketing projects and campaigns. Effectively maintaining a balance between branding guidelines, and the need for dynamic and customized output. Helped colleagues with critiques, advice, information sharing and direction when needed.

The Bancorp Bank: Wilmington, DE | 01/05 - 06/08 | Art Director

Headed art department at The Bancorp Bank, a private label banking company. Managed over 70+ different branded identities (including clients like BlueCross BlueShield, Advanta, and Legg Mason). Art Directing and designing identities for materials consisting of brochures, mailers, statement inserts, applications, event materials, booth graphics, sales presentations, web banners and promotional pages, and graphic emails. Responsible for hiring, managing and mentoring a small team.

EDUCATION

Syracuse University

Bachelor of Fine Arts Degree, May 1999

SOFTWARE SKILLS

Photoshop
Illustrator
InDesign
Bridge
Flash
Quark
Dreamweaver
Omnigraffle
AutoPlay Media Studio
IcoFX
InstantStorm
Fireworks
MS Suite
ACDSee
Soundforge
Wordpress
FTP