



# ERICA WAGNER

ART DIRECTION | CREATIVE STRATEGY | PHOTOGRAPHY | DESIGN

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 ericawagner.co

 (480) 330-1727

## PROFILE

Highly creative graphic designer, photographer, and brand consultant with 12+ years experience in developing digital and print campaigns in food production, cooking, and agriculture spaces. Proudly pushing the boundaries of creativity to tell the stories of mission-based brands, nonprofit organizations, and food and beverage producers. Passionate creative strategist who conceptualizes innovative design for print, outdoor, social, and web, who inspires creative teams to create meaningful work.

## WORK EXPERIENCE

2017-current

### Erica Wagner Co.

Art and Creative Director

Designer

Photographer

Creative strategist

- Provides creative solutions and strategies for mission-based brands and organizations and small food and beverage businesses.
- Develops visual identity, brand voice, and creative strategy for clients in food and beverage, environmental, and wellness industries.
- Manages and collaborates with visual artists, as well as teams of designers, photographers, illustrators, and video producers to create beautiful and inspiring content.

2020-2022

### Kiss the Ground (contract)

Creative Director

Designer

Photographer

- Developed and designed the visual brand and voice for the nonprofit associated with the award-winning documentary (10+M views global views) *Kiss the Ground*.
- Led and collaborated with teams of diverse film producers, videographers, photographers, and visual artists to build storytelling campaigns, grow fundraising efforts, and sell custom merchandise.
- Conceptualized and oversaw production of print magazine, *RE:GENERATE*, as a tangible media solution for storytelling in the regenerative movement, including recruiting visual and culinary artists to bring efforts to life.
- Provided creative and art direction for web series *Grow What You Know*, teaching viewers about growing food regeneratively.

2018-current

### Appearances Marketing (freelance)

Art Director

Creative strategist

Designer

Photographer

- Conceptualize and oversee development of campaigns for varying clients, including collateral for print, web, outdoor, and social content.
- Lead creative teams and foster positive and collaborative working environment.
- Present concepts to clients to clearly explain and aid in visualizing campaigns.
- Mentor junior designers to develop skills and confidence in creating assets for clients.

2011 - 2017

### Moscow Food Co-op


Marketing Manager


Designer

Food Photographer

- Responsible for the creation of the current visual brand seen in co-ops today.
- Developed logos, store signage, publications, print and digital advertising campaigns, and merchandise.
- Created local food magazine *Rooted*, which told the stories of local growers and producers, chefs, and cooks.
- Conceptualized and built food blog *The Beet Box*, featuring simple recipes for home cooks.

## PROFICIENCIES

 Photoshop

 Lightroom

 Illustrator

 Microsoft Suite

 InDesign

## EDUCATION

### Bachelor of Fine Arts

Arizona State University  
Tempe, AZ

### Graduate Studies, Visual Art

Adams State University  
Alamosa, CO

## COURSES & WORKSHOPS

### Uprooting Racism in the Food System

Leah and Naima Penniman  
*Soulfire Farm*  
2021

### Conscious Marketing: Justice-focused Digital Strategies

Tristan Katz and Lauren Kay Roberts  
2020

### Regenerative Design Lab: Developing Adaptable Systems

n'Rhythm  
2018

### Food Styling and Photography

Eva Kosmos Flores  
*Adventures in Cooking*  
2014

## COMMUNITY

### Commission Member

Moscow Arts Commission  
January 2022-present

### Board Member

Latah County Community Foundation  
2014-2021