

Eric Santucci

MARKETING DESIGNER

Profile

Marketing Designer with 20+ years of experience in lifestyle and wine marketing. Strong in brand strategy, visual storytelling, and end-to-end design for print and digital, using Adobe Creative Suite (Illustrator, Photoshop), Lightroom, and PowerPoint. Drove 22% sales growth via winery packaging redesign and lifted social views and engagement 15%.

Employment History

Creative Director and Photographer, Eric Santucci Creative, Napa, California

JAN 2013 – PRESENT

Offer comprehensive creative design and production services for lifestyle and wine clients, transforming brand strategies into visual stories across print and digital media.

- Led an end-to-end brand and packaging redesign for a winery, from concept development to production-ready files, which contributed to 22% sales growth and increased customer awareness.
- Directed and produced photo and video content for TikTok and Instagram, shaping visual storytelling and achieving a 15% increase in views and engagement.
- Managed multiple client projects independently, establishing priorities, timelines, and deliverables while coordinating with stakeholders to ensure progress despite changing requirements.
- Created presentation-ready designs in PowerPoint when needed, utilizing typography, visual hierarchy, imagery, and motion to communicate clearly and maintain audience engagement.
- Created design and post-production work using Adobe Creative Suite (Illustrator, Photoshop) and Lightroom as needed to deliver consistent, on-brand assets across formats.

Art Director and Senior Designer, Naked Wines USA, Napa, California

NOV 2016 – AUG 2022

Naked Wines is a direct-to-consumer online wine retailer that produces and sells unique and exclusive wines available only through its website.

- Managed end-to-end creative for a direct-to-consumer wine retailer, translating brand and campaign strategies into finished marketing assets across email, web, print ads, mail collateral, web banners, and social content; supported an average annual business growth of 11%.
- Concepted and executed seasonal brand and marketing campaigns using performance and customer data to inform creative decisions, helping attract and retain a 300,000-customer base and support sales of nearly two million wine cases annually.
- Created print-ready files for packaging and promotional items, including gift parts and standard and holiday shipping boxes, maintaining a consistent brand voice across all physical touchpoints.
- Enhanced team throughput for high-volume email production by standardizing modular design elements in Figma, cutting design and development time by 75% while preserving brand consistency.
- Directed photoshoots and oversaw ongoing updates of product and winemaker

Details

Napa, California 94559

United States

[714-926-7435](tel:714-926-7435)

EricSantucciCreative@gmail.com

Links

EricSantucci.com

[LinkedIn](#)

Skills

Brand Strategy

Visual Storytelling

Marketing Materials

Adobe Creative Suite

PowerPoint

Website Design

Wine Industry Experience

Project Management

Collaboration

Motion Graphics

Social Media

Packaging Design

photography for use across website, email, and social media channels, keeping imagery current and supporting year-over-year sales and retention.

Email, Web, and Graphic Designer, TravelSmith, Novato, California

JUN 2015 – OCT 2016

TravelSmith is an online retail company specializing in travel-related accessories and apparel.

- Led the redesign and rebrand of lifecycle and promotional email templates, translating updated brand direction into a cleaner, more user-friendly visual system and increasing engagement by 25%.
- Owned day-to-day website creative updates for TravelSmith.com, designing and delivering on-brand digital assets including homepage and category imagery, digital banner ads, and shelf banners to support ongoing campaigns.
- Produced print-ready and digital production files using Adobe Creative Suite (Illustrator and Photoshop), refining layouts, typography, and imagery to maintain consistent visual storytelling across channels.
- Worked independently to manage multiple concurrent design requests while partnering with marketing stakeholders for reviews and approvals, adjusting priorities to meet shifting deadlines.

Art Director and Interactive Designer, Pacific Technology Solutions (PTS), Irvine, California

JUL 2012 – JAN 2015

PTS specializes in interactive training materials for the automotive industry.

- Led a small creative team delivering UI and UX for interactive training across web and mobile, translating course objectives into clear visual systems, and finished digital assets.
- Defined and rolled out a consistent animation style guide for digital training courses, improving visual storytelling and creating a more intuitive, user-friendly learner experience.
- Owned end-to-end design and production for graphic, logo, and print deliverables, preparing press-ready files and maintaining brand consistency across print and digital touchpoints.
- Partnered with internal stakeholders to gather requirements, iterate on concepts, and deliver final assets on schedule while balancing multiple concurrent requests.

Interactive Developer and Motion Graphics Artist, Ignite Health, Irvine, California

FEB 2007 – MAY 2012

Ignite Health was a full-service creative design agency specializing in interactive web design and development for clients in the pharmaceutical industry.

- Defined and documented a consistent motion-graphics style system for digital banners, website headers, and interactive graphics, improving brand consistency across client campaigns.
- Designed and built interactive web marketing assets, including animated headers, banners, and custom video players, translating client brand and messaging needs into finished digital deliverables for Gilead, Genentech, and Eli Lilly and Company.
- Produced, edited, and encoded web-ready video content with audio for client sites using Final Cut Pro, Adobe After Effects, and Adobe Media Encoder, delivering polished assets optimized for online playback.

Graphic Designer, Moonlight Design, Venice, California

APR 2004 – JAN 2005

Moonlight Design is a small, boutique design studio in Venice, California.

- Owned end-to-end design and production for a range of marketing materials, including brochures, invitations, mailers, advertisements, and websites, translating creative direction into finished print and digital deliverables.
- Prepared press-ready production files and managed pre-press details to support accurate, on-time printing and consistent brand presentation across collateral.
- Worked independently in a small studio environment while coordinating with internal stakeholders to prioritize requests and iterate designs through final approval.
- Built and refined presentation-style layouts with clear visual hierarchy, using typography, color, and imagery to communicate messages with clarity across client-facing materials.

Education

Bachelor of Science, Art Institute of California, Orange County, Santa Ana, California

JAN 2000 – MAY 2003

Graduated with Honors

Bachelor of Arts, California State University, Fullerton, Fullerton, California

FEB 1995 – JUN 1998

Minor in Art

Graduated with Honors