



Eric T. Bettis

Senior Multidisciplinary Designer | Packaging • Environmental Graphics • Web Design • Creative Production



CONTACT ME

- Cedar Hill, TX
(Open to Remote or Hybrid DFW)
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ABOUT ME

Senior multidisciplinary designer with 24+ years of experience spanning packaging, environmental graphics, web design, production systems, and brand development.

Experienced delivering production-ready creative for global brands including Alcon, Gemmy Industries, Sally Beauty, CUNA Mutual, and Norwex while leveraging AI-assisted workflows and creative technology to improve efficiency, accuracy, and execution.



CAREER HIGHLIGHTS

- 24+ YEARS EXPERIENCE
- FORTUNE 500 CLIENT WORK
- NATIONAL RETAIL PACKAGING
- GLOBAL PRODUCT LAUNCHES
- TRADE SHOW & EXHIBIT DESIGN
- AI-ENHANCED CREATIVE WORKFLOWS



WORK EXPERIENCE

- **GEMMY INDUSTRIES** MAR 2024 - PRESENT
Senior Graphic Designer: Design and produce packaging artwork and templates for product launches and product line updates. Ensure brand consistency, print specs, and regulatory accuracy across high-volume assets. Use AI-assisted workflows to speed up repetitive layout and production tasks.
- **FREEMANXP** FEB 2008 - JAN 2018
Associate Creative / Jr. Director: Designed environmental graphics, exhibit systems, trade show experiences, and branded event activations for global clients including Dell, Microsoft, SAP, and Lucasfilm. Produced large-format graphics, experiential environments, wayfinding systems, and multi-channel campaign assets from concept through production. Collaborated with account teams, strategists, and production vendors to deliver high-profile national events and product launches.
- **Community Care Resource Council (CCRC)** SEPT 2022 - PRESENT
Creative & Technology Director: Lead visual branding and digital production for campaigns, print collateral, social content, and landing pages. Manage website builds, automation, and AI-powered creative systems supporting community initiatives. Deliver fast-turn, high-impact campaigns in collaboration with leadership and community partners.
- **Cuna Mutual Group** OCT 2022 - FEB 2023
Senior Production Designer: Converted legacy brand assets to the updated brand system using templates and approved design libraries. Handled logo swaps, typography/legal copy updates, and collateral recreation under tight schedules. Ensured accuracy and consistency across all production deliverables.
- **Alcon** NOV 2020 - DEC 2021
Production/Packaging Designer: Developed print-ready packaging and supporting design templates for global product launches and updates. Ensured compliance with brand standards, regulatory requirements, and dieline/print specifications.
- **PLANEART** OCT 2022 - DEC 2023
Production Artist: Processed personalized orders and executed image enhancement, quality control, and proofreading for high-volume stationery production.
- **CUSHMAN & WAKEFIELD** AUG 2021 - JUNE 2022
Production Designer: Executed templated print collateral and supported stakeholders with edits and brand-aligned content updates.
- **Sally Beauty** OCT 2021 - JUNE 2022
Production Artist: Produced signage, flyers, and digital collateral while coordinating revisions with project managers and marketing.
- **Norwex** SEPT 2019 - MAR 2020
Graphic/Production Designer: Designed international product labels and coordinated with vendors to prep files for print and packaging standards.
- **JCPENNEY** MAY 2019 - JULY 2019
Senior Production Artist: Built print-ready retail marketing files and photo markup assets for national advertising campaigns.
- **Inspiring Body of Christ Church** FEB 2001 - MAY 2018
Creative Designer / Cameraman: Created weekly live-event graphics and supported full broadcast video production.



CORE EXPERTISE

- PACKAGING DESIGN & PRODUCTION
- ENVIRONMENTAL & EXPERIENTIAL GRAPHICS
- TRADE SHOW & EXHIBIT DESIGN
- RETAIL & POP DISPLAYS
- BRAND SYSTEMS & VISUAL IDENTITY
- WEB DESIGN & DIGITAL EXPERIENCES
- PRINT PRODUCTION & PREPRESS
- AI-ASSISTED CREATIVE WORKFLOWS
- CREATIVE AUTOMATION SYSTEMS



TECHNICAL SKILLS

DESIGN & PRODUCTION

- ADOBE PHOTOSHOP
- ADOBE ILLUSTRATOR
- ADOBE INDESIGN
- ACROBAT PROFESSIONAL
- FIGMA
- FINAL CUT PRO

WEB & DIGITAL

- WORDPRESS
- HTML/CSS
- RESPONSIVE WEB DESIGN
- EMAIL DESIGN

PRODUCTION

- PACKAGING DIE LINES
- PREPRESS
- VENDOR FILE PREPARATION
- PRINT SPECIFICATIONS
- COLOR MANAGEMENT

CREATIVE TECHNOLOGY

- AI-ASSISTED DESIGN
- CREATIVE AUTOMATION
- PROMPT ENGINEERING
- WORKFLOW OPTIMIZATION



EDUCATION

- BS Information Technology — University of Phoenix
- AA Visual Communications — University of Phoenix