

ERIKA FAYE GOERING

GRAPHIC DESIGNER & PHOTOGRAPHER

PORTFOLIO
behance.net/
erikagoering

WEBSITE
EFG.xyz

CONTACT
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PROFESSIONAL SUMMARY

Community-oriented graphic designer and photographer with extensive experience working with performing arts clients, nonprofits, and students. Demonstrated success in fundraising and lead conversion via merchandise design, website design, and promotional photography.

EDUCATION

BACHELOR OF FINE ARTS: GRAPHIC DESIGN
KANSAS CITY ART INSTITUTE
May 2013
Kansas City, MO

ASSOCIATE OF ARTS: LIBERAL ARTS
PENN VALLEY COMMUNITY COLLEGE
December 2009
Kansas City, MO

SKILLS & TRAINING

GRAPHIC DESIGN

- » Adobe Creative Cloud
- » typography
- » color theory
- » branding & identity design

DIGITAL DESIGN

- » responsive web design
- » WordPress theming & frontend development

PRINT DESIGN

- » prepress
- » merchandise design
- » layout & composition

PHOTOGRAPHY

- » documentary photography
- » composition
- » low-light action photography
- » color correction
- » compositing

NOTABLE CLIENTS, EMPLOYERS, AND COLLABORATORS

BIG FREEDIA
BACK ALLEY BRASS BAND
SASS-A-BRASS
SOCIAL SYMPHONY OF KANSAS CITY

PLANNED PARENTHOOD GREAT PLAINS
KANSAS CITY ART INSTITUTE
NELSON-ATKINS MUSEUM OF ART
FOLLY THEATER

EXPERIENCE

EFG CREATIVE

OWNER & DESIGNER & PHOTOGRAPHER

March 2013 - present

- » Developed the Play it Forward fund, a community subsidy program to help local clients afford professional creative services.
- » Create and produce materials that result in increased audience engagement for clients.

SOCIAL SYMPHONY OF KANSAS CITY

CREATIVE DIRECTOR & CHIEF CREATIVE OFFICER

June 2020 - present

- » Currently serving on the board of directors since 2020.
- » Have raised thousands of dollars for SSKC via public and members-only merchandise.
- » Currently direct and produce live streams for performances.
- » Established new brand design and tone-of-voice guidelines.

PLANNED PARENTHOOD GREAT PLAINS & PLANNED PARENTHOOD GREAT PLAINS VOTES

GRAPHIC DESIGNER

September 2021 - December 2022

- » Designed fundraising appeals that resulted in increased donations.
- » Designed campaign materials that influenced Kansas voters to reelect governor Laura Kelly.
- » Designed materials to influence Kansas voters to maintain the right to constitutional freedom.
- » Designed public-facing merchandise as an additional fundraising strategy.
- » Developed a modular brand asset organizational system to streamline workflow.

KANSAS CITY ART INSTITUTE

ADJUNCT PROFESSOR: ONLINE PRESENCE FOR THE ARTIST

August - December 2014

- » Led critiques to improve student learning goals.
- » Emphasized importance of both traditional and digital methods of self-promotion.
- » Empowered students to follow their own unique concepts of self-advocacy in the art field.

TEACHER'S ASSISTANT: APPLIED COMMUNICATION THEORY

January - May 2014

- » Assisted professor in critiquing and grading.

PIXELNATION

INTERN

February - May 2013

- » Developed skills relating to client satisfaction, web and graphic design best practices, and time management.

MYARTS

INTERIM LEAD ARTIST

2011 - 2012

- » Mentored high school students in graphic design and digital art skills.
- » Managed, trained, and supervised high school students in a professional setting with real clients.
- » Developed merchandise and digital fine art to raise money for the MyARTS program.

LEAD ARTIST ASSISTANT

2008 - 2011

- » Collaborated with other departments such as screen printing and photography to create merchandise for clients.

APPRENTICE

2006 - 2008

- » Produced artwork to sell to the public.
- » Graphic design and web design for clients.
- » Developed practical graphic design and fine arts skills.

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AWARDS & ACHIEVEMENTS

**RECOGNITION:
A DECADE IN
CREATIVITY
ADOBE**

January 2020 • International
» Work featured in a curated compilation of work from 2009-2019

**AWARD WINNER:
A9 DIGITAL DESIGN
AWARD**

**AIGA KC
September 2013** • Kansas City
» Relay, an app concept for translating between American Sign Language and spoken English

**FINALIST:
PEOPLE'S DESIGN
AWARD**

**COOPER-HEWITT NATIONAL
DESIGN MUSEUM •
SMITHSONIAN INSTITUTION**
August 2013 • National
» Rosedale Middle School cafeteria design & strategy to promote healthy lunch habits
» People's Choice nomination: ranked top 20 in the country

**SEMIFINALIST:
ADOBE DESIGN
ACHIEVEMENT
AWARD**

**ADOBE
July 2013** • International
» Relay, an app concept for translating between American Sign Language and spoken English
» ranked top 10% in the world

**AWARD WINNER:
MURIEL COOPER
AWARD**

KANSAS CITY ART INSTITUTE
May 2013 • Kansas City
» KCAI Graphic Design department award for boldly embracing technology in design

**AWARD WINNER:
DESIGN IGNITES
CHANGE IDEA
AWARD**

DESIGN IGNITES CHANGE
February 2013 • National
» Rosedale Middle School cafeteria strategy to promote healthy habits

**RECOGNITION:
AIGA MEMBER
PORTFOLIO GALLERY
FEATURED WORK**

**AIGA
December 2012** • National
» ErikaGoering.com website design

**AWARD WINNER:
A8 PRINT DESIGN
AWARD**

**AIGA KC
September 2012** • Kansas City
» award for outstanding design • "Koenig: Living With Steel"

**ACHIEVEMENT:
HAND-BUILT
NELSON-ATKINS
MUSEUM OF ART**

July 2012 • Kansas City
» kid-focused wayfinding system and scavenger hunt selected for event
• brand design • print design

**CONTEST WINNER:
GRACE KELLY &
PHIL WOODS
FOLLY THEATER**

February 2012 • Kansas City
» jazz series concert poster and billboard
» design selected for event

ORGANIZATIONS & ASSOCIATIONS

**MID-AMERICA
LGBT CHAMBER OF
COMMERCE**
since 2024

**SOCIAL SYMPHONY
OF KANSAS CITY**
member since 2019
board member since 2020

**AMERICAN
INSTITUTE OF
GRAPHIC ARTS
(AIGA)**
since 2010

**FREELANCERS'
UNION**
since 2009