ERIK HOVER.

INLAND EMPIRE EST. 2003

APPAREL & PRINT GRAPHIC DESIGNER · PRODUCTION LEAD

Rancho Cucamonga, CA ● 909-559-3704 ● erik@erikhover.com ● erikhover.com

Apparel graphic designer with **20+ years in action sports, motorsports and streetwear**. At 21, built K&N Engineering's in-house private-label apparel department from an empty warehouse — $135K build-out, hired the team, designed the line, ran production to roughly 25,000 units a year for K&N retail, race teams and partners including Monster Energy, Ford Racing and AEM. Equally at home on the art side and the shop floor, with a film AA behind the brand video work.

01 EXPERIENCE

ELANEL MAKE & MOTION LLC Rancho Cucamonga, CA — 2018 – NOW

Founder · Designer & Producer

- Freelance apparel design and custom decoration (screen print, DTF, heat-applied graphics, caps) plus a house streetwear label, ewhaus.
- Ran three Etsy storefronts (Cal Custom Shirt Design, So Cal Design Company, Team Bride), 2019–2023: roughly 5,000 orders at 4.8–5.0 stars.
- Freelance video: music videos for producer Trey Dojaa, interview-session videos for National Charity League, wedding films, short films and spec commercials.

SUBURBAN APPAREL GROUP Rancho Cucamonga, CA — 2015 – 2018

Co-Owner · Designer, Printer & Office Manager

- Co-founded a contract screen print and embroidery shop; owned all design, print production and front office on an M&R 10-color/12-station automatic.
- Clients included Skechers and PAI's Naked Juice distribution program; roughly $100K annual revenue at peak.
- Sold my stake to my partner in 2018 to study film; the shop still operates today under a new name.

K&N ENGINEERING, INC. Riverside, CA — 2007 – 2015

Apparel Designer (Department Manager) · Private Label Design & Production

- Hired at 21 to build the department from an empty warehouse: sourced and installed a $135K build-out (Workhorse 6-color automatic, 4'×16' conveyor dryer, Riley Hopkins manual) and laid out the floor for production flow.
- Hired and led the team: two production staff and, at peak, a sewing line of 2–3 operators applying woven labels before print.
- Designed the original look of the K&N private-label line and every seasonal collection through 2015.
- Designed and produced race-team and co-marketing apparel for Monster Energy, Ford Racing, AEM, Vaughn Gittin Jr. Racing and Rob Dyrdek's Fantasy Factory, plus yearly event merch for SEMA, Long Beach Grand Prix, Formula Drift, NASCAR and Laguna Seca.
- Ran the department to roughly 25,000 units a year across design, print, finishing, packaging and shipping; left in 2015 to open my own shop.

SELF-EMPLOYED PRINTER & DESIGNER Inland Empire, CA — 2003 – 2007

- Taught myself screen printing on a 1-color manual press at 17 and became the go-to printer for the local Inland Empire music scene — bands, schools, clubs, car dealerships and my own label, Heart Reck. This body of work landed the K&N role.

02 SKILLS

DESIGN

Adobe Illustrator, Photoshop, InDesign; Figma; Blender. Apparel graphics, logo and brand identity, seasonal line development, tech packs and mockups, caps and headwear.

PRE-PRESS

Color separations in Photoshop channels (spot and simulated process); film output through AccuRIP and manual RIP workflows; screen exposure.

PRODUCTION & SHOP OPS

Automatic and manual screen printing, conveyor-dryer curing, DTF and heat-applied graphics, embroidery coordination, finishing and fulfillment; equipment sourcing and install, floor layout, team hiring and scheduling, inventory and order management.

VIDEO

Shooting, editing and post in Premiere Pro and After Effects; brand and product video.

AI IN PRODUCTION

Kittl for graphic concepting; Claude for copy, scripting and code; Perplexity for research; a self-built local AI workstation running a custom interface.

03 EDUCATION

Chaffey College — AA, Film & Television Production, 2022

Certificates: Screenwriting · Motion Picture Production · Television & Video Production · Post-Production Editing

Cal State Northridge — Film Directing coursework, one semester, 2022

04 BRANDS & EVENTS

K&N | MONSTER ENERGY | FORD RACING | AEM | VAUGHN GITTIN JR. | FANTASY FACTORY | SKECHERS | SEMA | LONG BEACH GP | FORMULA DRIFT | NASCAR | LAGUNA SECA