
ERIN EAMAN

CREATIVE DIRECTOR

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PROFILE

Digital Creative Director with proven track record of articulating innovative ideas that strategically impact brand engagement for Fortune 100 brands, direct design teams to produce best-in-class user experiences.

COMPETENCIES

Leadership Guide creative teams through 'big idea' brand direction, budget, scope and project prioritization. Oversee the creation of pitch creative, integrated large-scale website redesigns, functional prototypes and online experiences to tell compelling brand stories. Proven hands-on ability to co-contribute with digital teams and tools.

Strategic Design Supports MVP core concept for target users, rapidly visualization of creative strategies and deliverables. Articulates approach, look/feel and defines actionable milestones for creative teams.

High-Quality Deliverables Fast-paced agency acumen, exceptional design standards, facilitates ideation work sessions. Full product life-cycle marketing support and 'long tail' product development concepts and visualization for digital components and/or consumer facing products.

Positive Collaborator Problem solver with ability to rapidly adapt, apply new methods and technologies. Strong user-centric, research-based philosophy with exceptional foundation in web strategy, clean design and consistent messaging.

EXPERIENCE

Anthem Innovation Studio | UX/UI Studio Design Leader | OCT 2015 – JUN 2018, ATLANTA, GA

Creative Direction Manage creative teams, guide UX/UI reviews between enterprise and studio teams, resource allocation, recruitment, on-boarding and branding for 6,000 ft. studio. **Innovation** Facilitate on-site design workshops & studio tours, digital product conceptualization for executive team buy-in on \$8M in pitch deliverables. **Design** Redesign EOB (Explanation-of-Benefits) with consistent branding, color and market leading insights. Anthem digital ID card integration and save-to-wallet functionality. Design Small Group shopper storefront experience. Craft wireframes, personas, high-fidelity comps, Axure prototypes, user testing, video demos.

Artichokemedia.com | Creative Director | NOV 2010 – OCT 2015, MILWAUKEE, WI

Creative Direction Brand consultant for non-profit, corporate and responsive websites. **Branding** Remote Lead/UX/UI Creative Director for Allstate to code and design responsive consumer insurance web portal. **Design** Establish user flows to deliver design assets and front-end coding for Allstate call center desktop interfaces that integrated with back-end Bootstrap development team progress. **Social Media** Manage social media tone/voice developing custom content, mobile applications and website maintenance for clients keeping them relevant and active in the digital space. Produce and maintain 3 unique apps on Android and iOS app store.

Motorola | Creative Director (Global Media Carrier Customization) | JULY 2008 – NOV 2011, CHICAGO, IL

Creative Direction Responsible for hiring and day-to-day work for 10 Android media designers. Interface design, UI design language creation for Motorola, app media optimization (6,000 media UI elements required per device), identify attractive carrier opportunities, socialize and mediate Motorola brand standards. Travel between London and Chicago offices to leverage team resources through downsizing. **Process Improvement** Align Motorola Blur with carrier strategy (Orange, Vodafone, Telemundo, O3, etc.) by successfully mediating off-shore development teams and anticipating carrier solutions. **Product Design** Launch premier Verizon Droid and support account team product pitches. Establish corporate style guides, carrier pitch presentations and brand standards for global media consistency for Motorola.

EXPERIENCE**Tribal DDB** | Senior Interactive Designer Team Lead, Contract | FEB 2008 – APR 2008, CHICAGO, IL

Creative Direction Design \$3M concept for State Farm “Now What” campaign targeting millennials, incorporating the Bamboozle music festival and co-brands like X Games and Mountain Dew. **Design** State Farm banner ad campaign targeting men, women and families. Design Jones New York luxury retail website.

Hanson Dodge Creative | Senior UX/UI Art Director | MAR 2006 – DEC 2007, MILWAUKEE, WI

Creative Direction Horizon Fitness website, e-learning, retail kiosk DVD, product design, 3-day photoshoot art direction and in-box treadmill/elliptical owner DVD art direction for \$1M in initiatives integrated consistent look and feel. **Digital Marketing** for active lifestyle brands: Horizon Fitness, Trek, Burton, Johnson Outdoors and 360 Earmuffs. **Research** Competitive digital strategy for Camelbak, Horizon Fitness, Trek, and Burton new business pitches. **Branding** Won \$1/2M DHL/One World website, DVD demo, brochure, presentation template and identity logo design.

Avenue A/Razorfish | Senior Art Director (Remote Contract | NOV 2005 – JAN 2006, ATLANTA, GA

Creative Direction, Establish initial design execution for Mercedes AMG owners website and social forum. **Collaboration** Designed Blue Cross Blue Shield “Explore the Park” concept and page templates while complimenting a new brand identity. **Pitch development** 2-day execution/content strategy for the “New World of Coca-Cola” visitor experience in Atlanta, Georgia complimenting brick-and-mortar experience/digital.

Young & Rubicam | Senior Interactive Art Director | JUN 2003 – NOV 2005, DEARBORN, MI

Creative Direction Led 6 consecutive sales event interactive campaigns. Complimenting traditional medium, leading copywriters, external vendors, flash/IT developers, selecting and presenting creative to executive staff at Ford. **Website Redesigns** for Ford. Launch minisites, banners, owners websites, newsletters. Responsible for continuous improvement of features and functionalities in response to J.D. Power reviews to achieve best-in-class user experience with build and price, vehicle customization, product detail pages. **Award Winning** \$1M concept for the launch of the Mercury Mariner, an online social network revealing 8 quirky characters called “Meet the Lucky Ones” voted AdAge’s top 10 campaigns of the year. As a series of minisite webisodes it also appeared in long form at Sundance Festival, won Macromedia Site of the Day, was featured in the New York Times and provided 3 years of successful PR. **Big Idea** Creative concept and design for the Lincoln Zephyr “Build Your Adventure” sweepstakes campaign allowing users to choose their own adventure in 4 different cities throughout the United States.

Artichokemedia.com | Creative Director | NOV 2000 – JUN 2003, TROY, MI

Design for BBDO Advertising. 135 custom flash media ad units for Dodge vehicles on Edmunds.com while keeping file size to an absolute minimum. **Produced** Flash-based customer service course and e-learning performance training and interactive games for Sherwin-Williams Corporation deployed at more than 150 Sherwin-Williams stores nation-wide. **Multimedia** Designed touch-screen kiosk interfaces for T-Mobile, Nextel, Sprint with custom branding.

Mediahippo | Interactive Art Director | OCT 1999 – SEPT 2000, BURBANK, CA

e-Commerce design, branding and production for multiple retail, photo search, and recruitment pre-IP-O/venture capital start-ups Led concept and design for website for Trimark pictures “Buffy the Vampire Slayer” movie. **Branding** Tradeshow identity, illustration and booth design for Mediahippo at LA Internet World Conference. **Conceptual Interface Design** Cutting edge animation for an experiential marketing website to attract new clients, print collateral, identity and brochures.

EDUCATION

B.F.A Graphic Design, Minor Advertising
University of Michigan, Ann Arbor
