








Eric James Wood

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-  [Online Portfolio](#)
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I AM AN ART DIRECTOR, GRAPHIC DESIGNER AND PASSIONATE CREATIVE.

Over the years I have developed my craft and personal style that has led me to working with a variety of people and clients spanning multiple countries and timezones. That continually allows me to bring a lot of creativity, experience, passion and project oversight to everything I do.

I am multi-disciplinary in Print, Web, Motion Graphics and Photography. I have managed teams of designers, oversaw production, and developed systems to keep projects organized and deliverable.

I have taken on projects where I have designed and created all materials for delivery and I have directed the overall look and functionality for approval to guiding the team to the final delivery. I take pride in my ability to mix design styles to suit the client and delivering on the needs required for a successful project.

Career Highlights

- Designed the first online collaborative visual tool for the fashion industry for GAN, Global Apparel Network who holds a US Patent for the technology.
- Created websites for Stan Lee, The Kind Life by Alicia Silverstone, Real Women of Philadelphia online community and art directed the Clorox Social Media Campaign which won best campaign of the year when launched.
- Had the fortune of working with clients ranging from the largest mobile communications company Telenor in Scandinavia, designing materials for Transformers, Nacho Libre and Jackass #2 films, to creating materials for Nobel Biocare in the medical and dental field.



| Experience

Helium14

Art Director / Senior Designer / Photographer
January 2000 - Current / San Francisco, CA

- Oversee complete project management, associated vendors and product suppliers.
- Fluent in print, web and motion design concepts and production.
- Keen eye for cross-media design and asset production.
- Diverse at problem solving solutions.

EQAL, Inc.

Art Director / Senior Designer
April 2011 - July 2012 / Los Angeles, CA

- Team launched 4 shows and a network for YouTube original programming in the health and beauty space with multiple shows landing in the top 20 list of views.
- Design and manage website design for key clients under the company roster.
- Concept and create strategy for in-house marketing and promotions.
- Implemented a department wide file system for tracking files and job tracking.
- Brought motion services in-house for brand clients, significantly reducing costs and time.

A.D.D. Marketing + Advertising

Freelance Art Director / Senior Designer
2006 - 2008 / Los Angeles

- Direct, design and manage campaigns for various client projects.
- Produce video shoots, edit video and create motion graphics for online and internal use.
- Responsible for transitioning to a digital workflow from paper based for all reporting, producing an annual savings of roughly \$30,000 in external printing cost in the first year.
- Design and develop DVD media for sales presentations and client distribution.

MediaFront AS

Art Director / Senior Designer
July 1997 - May 2003 / Oslo, Norway

- Oversaw a 5 person team of designers and a programmer.
- Lead team in conceptualizing, presenting, design, management and execution of projects.
- Created and managed routines for back-ups, archiving and timekeeping for the design team.
- Brought on to expand the design style of the firm to broaden the appeal to new markets.
- Contribution in building the company to one of the most well-known and awarded studios in Oslo, Norway.



| *Portfolio*

EricJamesWood.com >

| *Education*

Laguna College of Art and Design (LCAD)

Graphic Design and Communications Major

| *Skills*

- Art Direction and Design
- Creative Strategy
- Branding and Identity Design
- Brand Development
- Package Design
- Typography
- Print, Web and Motion Design
- User Interface Design
- Creative Suite / XD
- Brainstorming, Concept Creation
- Detail Oriented
- Rough Storyboard Sketching
- Video Production and Editing
- Organizing and Managing Photo Shoots.
- Asset Management, organization and workflows.

| *Associations*

AIGA / San Francisco Chapter

| *Referrals*

Available Upon Request