



ERIC JIMENEZ

ART DIRECTOR | DESIGNER

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ABOUT

Accomplished art director known for effectively merging design acumen with technical expertise to bring to light and execute innovative and strategic ideas in the digital landscape. Skilled at creating an integrated brand story that truly resonates with target audiences. He's innovative and brings creative visions to life, from concept to completion. Identifies design problems and devises elegant solutions. Adept at understanding detailed requirements and design experiences that meet client needs and vision. Effectively manages fast-paced environments with ease, and is able to juggle multiple projects at one time. Particularly astute at spotting new talent and nurturing junior staff to build a top-notch team. A passionate, proactive, dependable, and dedicated art director who always strives to exceed expectations, and who works well cross-organizationally.

EXPERIENCE

HARPERCOLLINS PUBLISHING FREELANCE ART DIRECTOR DESIGNER | ILLUSTRATOR

NEW YORK, NY—MARCH 2021 TO JULY 2021

Collaborated with the creative development team to design and provide illustrations for children's television show presentations.

THE SEATTLE CENTER FREELANCE ART DIRECTOR | DESIGNER

NEW YORK, NY—MARCH 2021 TO MAY 2021

Worked with the Director of Programming & Events for the Seattle Center to design and curate photography for a deck presenting a vision for its continued growth and cultural evolution.

WIDER LANE CREATIVE SHOP FREELANCE ART DIRECTOR | DESIGNER

NEW YORK, NY—NOVEMBER 2020 TO
FEBRUARY 2021

Designed a series of social promos driving awareness and touting the launch of Wider Lane Creative Shop. An innovative, New York-based creative shop designed for today's business needs. Provided photo retouching for promotional photography.

NICKELODEON BRAND DIGITAL ASSOCIATE ART DIRECTOR

NEW YORK, NY—AUGUST 2002 TO MAY 2020

Worked closely with the VP of Nick Brand Design to establish design systems, concepts, and ensured brand design integrity across all our digital platforms and products. Stayed abreast of design trends and best practices to deliver rich, dynamic experiences.

- Managed and directed team members in the design of show property spaces and promotional art for all Nick platforms.
- Designed and art directed marketing art for Nickelodeon online and App Store/Google Play premium games.
- Presented and "sold" design concepts to business owners and product stakeholders.
- Partnered with project managers to assign projects through creative casting and availability.
- Collaborated with the consumer marketing and audience development teams to meet business goals through impactful design solutions.
- Directed and designed art for electronic sell through (DTO), SVOD, and VOD platforms.

PLATFORMS

Netflix | CBS All Access | AppleTV+ | iTunes | Hulu | Amazon Video



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EXPERIENCE CONTINUED

FREELANCE WEB & PRINT DESIGNER DEVELOPER | ILLUSTRATOR

NEW YORK, NY—MAY 2001 TO JULY 2002

RED SKY INTERACTIVE NEW MEDIA PRODUCTION DESIGNER

NEW YORK, NY—JULY 2000 TO APRIL 2001

WECHSLER ROSS & PARTNERS NEW MEDIA PRODUCTION DESIGNER

NEW YORK, NY—JULY 1996 TO JUNE 2000

Atmosphere BBDO | Deutsch Inc. | Johnnie Walker | RC Publications | McNeil Pharmaceuticals | Wiley Press | Prestige Wine Imports

Designed and produced Web-destined graphics for a variety of web sites. Developed spot design, animation and illustration for web games and flying objects (desktop widgets).

- Built internal demos and presentations using Macromedia Director.
- Worked with design directors, designers, developers, and producers to organize and create specified assets involving image optimization.
- Contributed input to schedules and project fulfillment needs.
- Executed design extensions while maintaining design consistency.
- Implemented design templates and produced style guides.

SITE WORK INCLUDED:

Mattel Diva Starz | Johnnie Walker | Nikon | Altoids | WML | ConverseUSA

Web Artist

- Transformed design concepts into optimized, high-performance HTML code for financial web sites. Worked with information architects, graphic designers and developers to establish front-end technology requirements. Reviewed design solutions, made recommendations for the implementation of new technologies, and solved integration issues. Manipulated and optimized Web-bound graphics.

Print Production Artist

- Work included the creation of print documents and templates from designer specs, making proof revisions, hi-resolution photo manipulation and image editing, preparation of files for output (including adjustments to color separations and trapping), scanning and charting.

SKILLS & TOOLS

- Art Direction | Design
- Branding
- Digital Marketing
- Integrated Marketing
- Team Development & Leadership
- Photoshop
- Illustrator
- Sketch
- Indesign
- Keynote
- Pages
- Acrobat
- After Effects

AWARDS

Primetime Emmy Award for Outstanding Creative Achievement In Interactive Media

- User Experience and Visual Design — The Nick App

2007 Webby People's Voice Winner for Youth Website — Nick.com

HOW Design — 2013 How Interactive Design Award Merit Winner

- Merit Award for Nickelodeon Kids' Choice Award 2012 Digital Campaign (website, mobile, app, Day of show experience)

PromaxBDA 2017 — Promotion, Marketing and Design Award — Interactive Promotion (Silver)

- Interactive Promotion for 2017 Kids Choice Awards

EDUCATION

New York University, New York, NY: Certificate in Multimedia

Fashion Institute of Technology, New York, NY: Cartooning, Advertising Layout & Textile Design

High School of Art & Design, New York, NY: Illustration