



ERIK SPOONER
GRAPHIC DESIGN

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EDUCATION

PRATT INSTITUTE | 2006
BROOKLYN, NY
BFA, Communications Design
Art History minor

**KUNSTHOCHSCHULE
BERLIN-WEISSENSEE** | 2007
BERLIN, GERMANY
CERTIFICATE,
Communications Design
· Studied for the entire
year under a grant from
the Congress-Bundestag
Youth Exchange for Young
Professionals

SKILLS

- Mac and PC proficient
- InDesign & K4
- QuarkXPress & QPS
- Microsoft Office
- Adobe Creative Suite, incl:
 - Photoshop
 - Illustrator
 - Acrobat
 - Dreamweaver
 - Flash
- Basic HTML & CSS
- EFI Fiery ColorTools
& Fiery ColorServer
- Expert Production &
Pre-press color correction
- Expertise with digital and
traditional printing and
separation techniques
- Mac and PC proficient
- Fluent conversational
German (EU Level B4)

EXPERIENCED DESIGN PROFESSIONAL SKILLED AT
TYPOGRAPHY | ART DIRECTION | IMAGE STRATEGY | BRAND VISION

PROFILE

ART DIRECTOR who successfully achieves creative solutions that simultaneously convey brand message and draw in users in both print and digital environments.

EMPLOYMENT

ART DIRECTOR (PROMOTED 3/09 FROM ASSOCIATE ART DIRECTOR)

DISCOVER MAGAZINE (DISCOVER MEDIA LLC), NEW YORK, NY — 2008-PRESENT

- › Collaborate on setting design vision across print, web, advertising, special issues and marketing collateral for a consumer science magazine with a 1 million-plus circulation.
- › **Commission and design covers delivering top sell-through** rates, such as the Winter 2008 special *The Brain*, which topped **38%**.
- › Create original layouts, editorial spreads, and branded custom publishing projects for media partners such as Shell, PBS, and the National Science Foundation.
- › Manage and directly oversee a four-person art and production team.
- › Art direct over a dozen photo shoots annually.
- › Redesigned typographic grids across all DISCOVER products for enhanced readability
- › **Researched, recommended and administer** digital asset system **Cumulus**, which **created a permanent image database** and **vastly improved image search**.
- › **Awarded** 2009 FOLIO: Ozzie awards for **Best Feature Design** for *The Future of Energy* and **Best Special Topic Issue Design** for *The Body*.

PRODUCTION DESIGNER

US WEEKLY MAGAZINE (WENNER MEDIA LLC), NEW YORK, NY — 2005-2006, 2007-2008

- › Vigorously ensured the consistency of all layouts from design to production for a celebrity weekly with a circulation of over 1.8 million.
- › Corrected captions, colors and layouts, liaising frequently between production, editorial and art departments in NY and LA.
- › Selected as the **Creative Director's go-to** substitute for **production manager** in his absence; also filled in for **pre-press directors**.

GRAPHIC DESIGNER

AGENTUR EYES-OPEN, BERLIN, GERMANY — 2007

- › Designed across multiple media for an international design studio, whose clients included the G8 (group of top industrial nations in the world), the German government, Action for World Solidarity, Cornelsen Publishing, among many others.
- › Created a **rebranding campaign** coinciding with the **50th anniversary of Action for World Solidarity**, a prestigious international development NGO.
- › **Tapped to art direct** a project for educational publisher Cornelsen Verlag, **receiving a highly favorable response from the client** after **previous rounds** were **rejected**.

JUNIOR DESIGNER

SPORTSNASHVILLE MAGAZINE, NASHVILLE, TN — 2004-2005

- › Worked hand in hand with the creative and editorial directors to design editorial and advertising for a regional sports monthly.
- › Partnered with sales department on developing ad comps and media kits.
- › **Built and managed** the company's network, printing, and editorial **workflow systems**.
- › Created a **sophisticated editorial management system and workflow philosophy** instituted from the first issue and in force throughout the publication's lifespan.

TECHNOLOGY SUPPORT & WEB DESIGNER

HAMMOCK PUBLISHING INC, NASHVILLE, TN — 1999-2002

- › Researched, recommended, acquired and managed **over \$2 million** worth of servers, networks and printing services, the hub of a **seamless editorial and design network**.
- › Designed branding materials, company and client websites, and custom trade media.
- › Received three **APEX Awards for Publication Excellence**, including **Best New Site**, **Best Redesign**, and **Most Improved Homepage**.