



**Eric W. Mehlenbeck**

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## **PROFESSIONAL PROFILE**

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- Senior Art Director/Creative Director with over 13 years of experience in management and execution of the complete design process for print, web, social, and video/animation from conceptualization through delivery on a global scale.
- Highly skilled at developing and curating customer experience through delivering exceptional product and value.
- Skilled with Adobe Creative Suite (Illustrator, Photoshop, InDesign, After Effects, and Premiere), Microsoft Office and hand-coded HTML, CSS, and light Javascript.
- Able to stretch the boundaries of design through storytelling to help brands stand out on a global scale.

## **EXPERIENCE**

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### **The International Trademark Association**

*October 2011 through present, In House Lead Creative*

- Aided the association in increasing attendance at its annual meeting by 27% (from 8,000 to 11,000) over 5 years.
- Successfully managed and produced print, social, web, and video projects from concept through completion.
- Collaborated with various internal groups to create innovative, savvy, and smart design solutions that integrated fully with the association's strategic plan.
- Managed freelancers, consultants, and vendors to ensure all project requirements were met.

### **The CooperGroup**

*October 2007 through July 2011, Interactive Art Director*

- Designed and produced print and web projects for a selection of Fortune 500 companies including American Express, Deutsche Bank, AXA Equitable, and Time Warner Cable.
- Aided in the management and development of new business proposals and pitches.

### **Pinpoint Design**

*June 2005 through October 2007, Designer*

- Designed and produced print and web projects for clients in the pharmaceutical, entertainment, culinary and hospitality industries including Covance, American Express Publishing, BBC America, Aramark Harrison Lodging, Random House Direct, Oxmoor House, and Scholastic Publishing.
- Managed and provided creative direction for a small stable of freelancers.

### **Robinson Kurtin Communications**

*September 2004 through April 2005, Junior Designer*

- Worked with a small team to design and lay out the print and online Annual Reports for Fortune 500 companies including Kimberly-Clark, Harrah's Entertainment, CVS, and Knight-Ridder.
- Organized and coordinated photography shoots and communicated directly with vendors and clients.

## **FURTHER STUDIES**

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**User Experience Design:** Successfully completed General Assembly's course in January 2016.

**Responsive Web Design:** Successfully completed Noble Desktop's course in December 2014.

## **EDUCATION**

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### **Milwaukee Institute of Art and Design**

Graduated in May 2004: Bachelor of Fine Arts in Communication Design with a minor in Photography.

*Awards:* Graduated with honors. Awarded two of MIAD's prestigious merit scholarships.

### **University of Milwaukee-Wisconsin**

Graduated in December 1997: Bachelor of Science in English and Broadcast-Journalism.