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## AWARDS + AFFILIATIONS

### SPD: SOCIETY OF PUBLICATION DESIGNERS

Merit recipient,  
2009, 2015, 2016  
Medal finalist, 2014  
Member since 2008  
Board Committee member,  
Student Outreach

### JESSE H. NEAL AWARDS

Finalist 2016, 2017  
Grand Neal recipient, 2016

### FOLIO: OZZIE AWARDS

Gold Award (2), 2009  
Finalist, 2015

### TDC: TYPE DIRECTORS' CLUB

Member since 2012

### CONGRESS-BUNDESTAG YOUTH EXCHANGE

### FOR YOUNG PROFESSIONALS

Award recipient, granted a year to live and work in Germany. Program required finding a job, housing and study at a German university. (2006, U.S. Dept. of State)

## PROFILE

**CREATIVE LEADER** skilled in designing strategies, stories, products and experiences, and inspiring the teams that make them. As the creative director at Ad Age, Erik led a critically-acclaimed total redesign of products and visual platforms while managing internal and external creatives. Before Ad Age, he designed for digital start-ups and major consumer media brands.

## EMPLOYMENT

### CREATIVE DIRECTOR

**AD AGE** (CRAIN COMMUNICATIONS, INC), NEW YORK, NY — 2014 - PRESENT

Uphold the highest creative standards across a diverse range of products, services, collateral and communications for the oldest and most important marketing industry trade brand. Executed brand redesign with external vendor and Ad Age executive team while continuing to lead the visual journalism and production of Ad Age.

- ➔ **Implemented total brand redesign** beginning with RFP process and carrying through final execution, emphasizing the powerful legacy of Ad Age while positioning it for the future.
- ➔ **Execute designs aligned to new strategy** with new logotype and color palette, brand guide, responsive website, motion graphics, event collateral, and magazine design that launched at Advertising Week New York 2017. Demonstrated using new design and brand behaviors that our established mark can still reinvent to remain relevant with renewed strategy and value prop.
- ➔ **Manage and develop a staff of 6 employees and a dozen freelancers** across a broad range of disciplines to produce editorial and client projects of various sizes on various platforms, on a **\$500,000 annual budget** (OTPS). Integrated and directed video, design, and web production as a single creative services team.

### VISITING INSTRUCTOR, COMMUNICATIONS DESIGN

**PRATT INSTITUTE**, BROOKLYN, NY — 2014 - PRESENT

Professor of design and typography at the largest undergraduate communications design department in the United States.

### FREELANCE CREATIVE DIRECTOR, VARIOUS

**NOMAD EDITIONS**, NEW YORK, NY — 2012 - 2014

Worked with client and executive teams to develop strategic and operational plans for various content-based digital experiences—apps, the web, events and anywhere else screens may most effectively tell the story or engage the audience.

- ➔ **Managed 11 employees and many freelancers and total budget of \$800,000** (OTPS) to create and produce original digital editorial products, including photography, illustration and design art direction, delivering these projects on time and on budget.
- ➔ **Developed content, strategy, sales materials and prototypes** of new digital product for the fine dining audience, produced in conjunction with the **James Beard Foundation**.
- ➔ Designed and evolved custom digital magazine projects for a large multi-national pharmaceutical corporation's patient and caregiver audiences in specialized drug market, **growing the account from one line of business to four** (from a \$50,000 project to \$380,000 in recurring revenue).

**ROLLING STONE MAGAZINE**, NEW YORK, NY — 2013-2014

Assisted editor, creative director and design director with various sensitive projects, including design testing, prototyping and evolution of the first comprehensive redesign in over a decade.

- ➔ Assisted senior art and design directors in creating one-off bookazines.
- ➔ Actively checked and corrected designs to ensure quality and consistency of all editorial projects assigned for biweekly music title with 1.5 million circ.

**ELMORE MAGAZINE**, NEW YORK, NY — 2010-2014

Created original designs and drove visual journalism for all products of national bi-monthly boutique magazine dedicated to American Music genre.

- ➔ **Designed and launched Elmore+** iPad magazine on Mag+ platform in 2012.
- ➔ Managed production process with estaff on- and off-site in New York and Tokyo.

**BAUER PUBLISHING CELEBRITY GROUP**, NEW YORK, NY — 2012-2013

Produced original designs for various sections and features within celebrity weekly magazine group (InTouch Weekly, Closer Weekly, Life&Style).

- ➔ **Designed prototype** and assisted editor with first market tests and launch of *Closer Weekly*.



## EMPLOYMENT (CONTINUED)

### **CREATIVE DIRECTOR/DIRECTOR, DESIGN, PUBLICATIONS + PRODUCTION MANAGEMENT**

**TEACHERS COLLEGE, COLUMBIA UNIVERSITY**, NEW YORK, NY — 2011-2012

Directed creative on all communications including branding, copy, video, photo, design, etc., whilst ensuring every effort engaged with TC brand's goals across its many platforms. Collaborated with stakeholders across the institute from the President to work-study assistants on projects from institutional branding strategy to online banner ads.

- ➔ **Created special publications** to reach most important donor audiences with targeted asks, in some cases **netting 10-fold increases in financial commitments** (from \$80k to \$800k).
- ➔ **Created and produced four major publications annually:** annual report, alumni magazines and commencement programs. Hired and managed dozens of freelancers for various design, photography, video and editorial roles.
- ➔ **Managed a \$350,000 annual budget** (OTPS), including renegotiating multiple logistics, manufacturing and printing contracts with Fortune 500 companies and the U.S. Postal Service.

### **ART DIRECTOR**

**DISCOVER MAGAZINE** (KALMBACH PUBLISHING CO), NEW YORK, NY — 2008-2011

Collaborated on setting design vision across print platform and marketing collateral for consumer science magazine with 750,000 circulation. Created original layouts, editorial spreads and branded custom media projects. Commissioned and art directed multiple photo shoots and illustrations for each issue and managed four-person art and production team.

- ➔ **Commissioned and designed covers delivering high sell-through rates**
- ➔ Researched, recommended, and **implemented digital asset system Cumulus**, which created a permanent image database and vastly improved image search.
- ➔ **Awarded two 2009 Gold Ozzies** for Best Single Topic Issue Design for THE BODY and Best Feature Design for DISCOVER June 2009's The Future of Energy series.
- ➔ **Received 2009 SPD Merit for Cover Illustration** of EINSTEIN'S GUIDE TO LIFE.

### **FREELANCE 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, frequently liaising between production, editorial and art departments in New York and Los Angeles.

### **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 re-branding campaign** coinciding with the 50th anniversary of Action for World Solidarity, a prestigious international development NGO.
- ➔ **Art directed** spec project for educational client that **secured a contract** after 3 previous attempts nearly lost the agency this business.

### **TECHNOLOGY SUPPORT & WEB DESIGNER**

**HAMMOCK PUBLISHING INC**, NASHVILLE, TN — 1999-2002

Beginning as a member of support staff, assisted all staff members one-on-one as called, and led groups for various technical training rollouts, including the switch from QuarkXPress to InDesign. Later grew to create digital branding materials, company and client websites and custom trade media.

- ➔ **Researched, recommended, acquired and managed over \$2 million** worth of servers, networks and printing services, the hub of a seamless editorial workflow system.
- ➔ **Received three APEX Awards for Publication Excellence**, including Best New Site, Best Redesign, and Most Improved Home Page.

## EDUCATION

### **BERLIN SCHOOL OF CREATIVE LEADERSHIP**

BERLIN, GERMANY

*in progress*, EMBA, Creative Leadership (expected 2020)

### **PRATT INSTITUTE**

BROOKLYN, NY

BFA, Communications Design (Graphic Design major, Art History minor)

### **KUNSTHOCHSCHULE BERLIN-WEISSENSEE**

BERLIN, GERMANY

CERTIFICATE