

# Eric Woods

Director - Designer - Producer

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## Summary

A decade of experience taking risks, challenging the status quo, leading, innovating, imagining, and storytelling.

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## Experience

### **Director of Promotional Design - NBC Sports**

January 2013 - Present

- Assembled a full twelve member design team to support all the promotional design needs of NBC Sports. Hired all members, designed their workflow, and managed their daily responsibilities.
- Directed the brand design for all NBC Sports marketing deliverables.
- Implemented time saving workflow efficiencies to improve capabilities of internal campaigns.
- Directed and produced creative campaigns with outside production teams including managing schedules, keeping projects on budget, communicating progress, and discussing creative direction.

### **Graphics Producer - NBC Sports**

August 2010 - December 2012

Managed production of On-Air Show and Promo Graphics packages for NBC Sports and the NBC Sports Network. This includes internal graphics needs many NBC Universal brands.

### **Motion Graphics Designer - Versus Network**

April 2010 - August 2010

Designed and Animated on-air promotions as well as edited, updated, and improved existing project files.

### **Broadcast Designer - WPHL TV**

November 2007 - April 2010

- Designed and implemented all graphical elements for on-air media, print advertisements, outdoor and transit campaigns from concept to completion, including all storyboard, 3D, compositing and design aspects.
- Managed tasks and projects for multiple interns and freelance designers as well as designated responsibilities on a day to day basis
- Responsible for working in person and remotely with clients as well as adhering to budget and deadline requirements

### **Intern - Blue Visual Effects**

2006

- Aided creation of Time Warner Cable spot by tracking footage and compositing the Time Warner Cable logo into a scene
- Assisted in design of Philadelphia 76ers twenty-foot building banner
- Worked as Production Assistant on-set for projects including Comcast Spotlight and PHEAA