

erik jansen

Senior Art Director • 646 831 0093 • epjnyc@gmail.com • erikisrad.com

- art direction** Concept and execute multichannel marketing campaigns that drive brand awareness, user sign-up, and donations.
Lead conceptual development for multiple global accounts.
Managed comprehensive production processes in a variety of mediums including: broadcast, print, out-of-home, digital, and social.
Developed campaigns for multiple successful new business pitches.
- design** Conceptualized and oversaw production on multiple animation and CGI projects.
Managed final retouching for print and out-of-home assets, as well as overseeing distribution and usage by partner agencies.
Developed brand identities for new and expanding companies.
Lead design work on multiple successful new business pitches.
- titles** Senior Art Director, Teach For America: 2019 – Present

Senior Art Director, mcgarrybowen: 2014 – 2019
Clients: United, Verizon, Droid, Chase, Central Park Conservancy, JCPenney

Art Director, mcgarrybowen: 2011 – 2014
Clients: Verizon, Droid, Reebok, Marriott, Burger King

Senior Designer, mcgarrybowen: 2008 – 2011
Clients: Verizon, Droid

Designer, mcgarrybowen: 2005 – 2008
Clients: Marriott, Reebok, Chase, Brahma Beer
- skills** Expert in Adobe CS Photoshop, Indesign, Illustrator
Proficient in After Effects, MS Office, and social media platforms
- education** Rocky Mountain College of Art & Design, 1999-2001
BFA Communication Arts: Graphic Design/Multi-Media
Graduated Magna Cum Laude
- awards** Silver Lion. Use of Real-time Data, 2018
Bronze Lion. Data-driven Targeting, 2018
Cannes Shortlist. Data-enhanced Creativity, 2018
One Show Silver. 2018 Print & Outdoor: Craft / Use of Digital Technology
One Show Silver. 2018 Print & Outdoor: Ambient Media
Bronze Lürzer's Grand Slam Award, 2017
Silver London International Award, 2017

Recommendations can be found at [linkedin.com/in/erikpjansen](https://www.linkedin.com/in/erikpjansen)