

# RICHARD ERIC TOMLINSON

ART DIRECTION & DESIGN

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## QUALIFICATIONS:

- Highly creative, strong conceptual and strategic thinker with a broad knowledge base and a results-oriented attitude
- Over 12 years of diverse creative experience with a focus in digital design and development (integrated interactive marketing, large-scale and micro site design and development, social media, mobile, video and e-business solutions), and additional experience with print, typography, branding/identity, and photography
- An effective writer and communicator, I use my diverse interests and problem solving nature to bridge gaps between development teams, designers, vendors, and clients
- Keen awareness of compelling design, layout, and typography and how to leverage these into definitive visual goals
- Technical skills: Adobe Master Suite, XHTML, CSS, ActionScript 2, XML, JavaScript (familiar with strengths and weaknesses of other scripting/programming languages)

## PROFESSIONAL EXPERIENCE: (agency, design house)

### EURO RSCG

www.eurorscg.com

*Art Direction & Multimedia Design-Freelance*

October 2009 – July 2010

February 2009 – June 2009

February 2008 – October 2008

- Design, direction, strategic concepts, mood boards, and development of projects and pitches for full sites, micro sites, rich media, banners, digital tablets, online video, and social media
- Client included Neutrogena, Johnson & Johnson, GSK, Biogen Idec, Sanofi Aventis, Loestrin, and Pfizer
- Implemented vision and strategy of the Creative Director, oversaw integrity and inspiration of the design team, assigned and managed design team responsibilities, coordinated and collaborated with programmers, conducted new hire interviews, provided creative presentation for client pitches

### INTERPUBLIC GROUP /

### UNIVERSAL MCCANN

www.interpublic.com

*Creative Direction-Freelance*

September 2009 – October 2009

- Interactive, viral, social media, AR (augmented reality), and guerrilla advertising strategies for global pitch to Unilever
- Worked closely with high-level stakeholders to keep on strategy and conducted internal presentations for creative concepts

### 360i

www.360i.com

*Art Direction & Multimedia Design-Freelance*

August 2009 – September 2009

- Pitch design and direction for DirecTV and Hard Rock Hotel and Casino landing sites and rich media
- Oversaw design team and assigned creative responsibilities

### TRIBAL DDB

www.tribalddb.com

*Art Direction & Multimedia Design-Freelance*

June 2009 – July 2009

- Design, direction, and strategic concepts for HMI online/mobile personal lifestyle management device for encouraging patients to be more healthy and make wiser lifestyle choices

### BIG FUEL COMMUNICATIONS

www.bigfuel.com

*Art Direction & Multimedia Design-Freelance*

September 2008 – November 2008

- Design, direction, strategy for Colgate Palmolive new product (Wisp) digital campaign
- Developed strategies for micro-site, social media, online gaming, and online video
- Oversaw design team and assigned creative responsibilities

### IMC2

www.imc2.com

*Art Direction & Multimedia Design-Freelance*

December 2007 – February 2008

- Design, direction, and development of projects and pitches for Casio Exilim, Tinactin, OrthoBiotech, and M&M
- Coordinated with programmers for development of interactive video

### FREEWORLD MEDIA

www.freeworld-media.com

*Art Direction & Multimedia Design-Freelance*

May 2007 – October 2007

- Design, direction, and development of projects for michaelatchinson.com, Coca-Cola Collectors' Corner, Nestle Waters (Zephyrhills), Nutri-link Technologies, and Adversource
- Oversaw design team and assigned creative responsibilities
- Designed eCommerce strategies

**DREAM STUDIO INTERACTIVE**  
www.dreamstudio.com  
*Art Direction & Multimedia Design-Freelance*  
November 2006 – April 2007

**AT&T**  
*Art Direction and Multimedia Design*  
2000 – 2005

- Designed and developed flash banner tool (dashboard) with AS, XML, JavaScript, and HTML that is capable of creating unlimited banners from the same source file by adjusting either the HTML or XML
- Designed banners to use on several environmental agency sites
- Designed and developed websites, rich media, and multimedia for several hundred small and large businesses
- Conducted training courses in AS 2, promoted product enhancements through requiring and teaching stronger animation and layout techniques to junior designers
- Involved in streamlining production process that allowed additional self-managing by employees through increased accountability.

## **CLIENT -SIDE EXPERIENCE**

www.ericmolinson.net  
2004 – Ongoing

- Albright Fashion Library – www.albrightnyc.com
  - Website design and flash interface development
  - Management of online press and library
  - Online video
  - Consulting and coordination with high level stakeholders to maintain company vision
- Teuscher Chocolate of Switzerland– www.teuscher.com
  - Design and development of Philadelphia and Atlanta websites
  - eCommerce design, coordinated with programmers
  - Photography
- Beth Klein Productions – www.bethklein.net
  - Branding, print, interactive design, and flash interface development
- Gerflor Taraflex – www.gerflorsport.com
  - Design, print, website development
  - Digital consulting and coordination with high level stakeholders to maintain company vision
- Kanine Records - www.kaninerecords.com
  - Print design for events, branding, and record covers
- AESA - American Educational Studies Association
  - Branding, online design, website development for a round table of high level national educators
- West Architecture Studios - www.westarchitecture.com
  - Branding, print, interactive design, and flash interface development
  - Worked directly with Studio Partners
- White Owl Capitol Investment Partners
  - Branding and print, consultation
- 6 Degrees Magazine – www.sixdegreesmag.com
  - Design and typography
- ERAI (Entreprise Rhone Alps Internationale – www.erai.org)
  - Designed print and online counterpart to a 4-part marketing strategy by North American offices for potential European clients.
  - Designed and developed interactive flash tour for each office
  - USA, Canadian, Indian, and German offices