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Erik Hombre Gudowski



WORK PERFORMED FOR

- | | |
|---------------------|-----------------|
| American Express | Microsoft |
| AstraZeneca | MSN |
| AT&T | Nationwide |
| Chevron | NBA |
| Citi - Smith Barney | NBC |
| Consumer Reports | Nikon |
| Dell | Nissan |
| Crown Royal | Pepsi |
| Johnnie Walker | Chivas Regal |
| Expedia | Shire |
| Grubb & Ellis | Sprint |
| HP | Time |
| IBM | Unilever |
| LA Times | Volvo |
| LG | Walmart |
| Mack Truck | Warner Brothers |
| Mastercard | Wendy's |
| Merrill Lynch | Wyeth |

AGENCIES

- Digitas
- Draft
- FCB
- Huge
- JWT
- Schematic
- VisualMax
- YR/Wunderman

INDUSTRIES

- Automotive
- Financial Services
- Food & Beverages
- Health and Fitness
- Pharma
- Publishing
- Real Estate
- Technology
- Travel & Entertainment

TECHNOLOGY

- Pencil, Markers and Sketchbook
- Adobe Creative Suite

ON THE SIDE

- Self-Education
- History
- Basketball & Triathlons
- Travel
- Documentaries
- Fine Art

PROFILE

With nearly 15 years of experience in the visual communications industry, I bring with me a unique perspective of big agency strategy and small business precision. Combined with an entrepreneurial spirit to get the job done proactively.

PORTFOLIO

<http://www.hombretheartist.com>

EXPERTISE

- New Business:** rfp and sales pitch decks/presentations
- Websites:** strategy, user experience, design and copywriting
- Branding:** logos and corporate identity
- Advertising:** integrated campaigns - online/offline
- Flash:** storyboarding
- Management:** client facing, project leading start to finish

EXPERIENCE

- Self-Employed** - NYC User Experience with Creative/Art Direction - Online/Offline | 01 - 10
 - Worked closely with sales teams to create successful decks/presentations.
 - Developed winning up-sell opportunities with account management.
 - Enhanced digital strategies by collaborating between clients and account managers, creative and technology teams.
 - Flourished customer and internal relationships.
 - Problem-solved for: User Experience Design, Information Architecture, Userflows, Usability Labs, User Journeys, Wireframes, Interface Design, etc.
 - Created advertising concepts for: banners, eMails, Direct Mail, socialmedia, seo, landing pages, microsites, websites, print, etc.
 - Created branding concepts for: start-ups, small businesses, websites, corporate identity, product demos, collateral, eBooks, newsletters, socialmedia, rebranding, etc.
 - Managed 2-20 employees in optimizing process efficiencies.

DIGITAS - NYC User Experience/Art Director - Online | 98 - 01

- Managed team of 5-10 in a 9-month redesign of nba.com (40,000+ pages) that included learning and implementing a content management system enhancing informational architecture as well as creating the overall look and feel of nba.com and all team sites.
- Completed a multitude of projects for americanexpress.com (80,000+ pages) over 3 years including the company's first online bank, MembershipBanking.
- Took over a failing redesign of chivas.com to successfully turn it around by designing an award-winning website with online marketing components involving sweepstakes, polls and ads.

EDUCATION

- The Art Institute of Boston** BFA - Graphic Design, Diploma - Illustration | 97
- Parsons School of Design and School of Visual Arts** Continuing Ed | 99 - 05
 - Classes in art history and other creative explorations
- NYU** Continuing Ed | 05
 - Business, finances, marketing and advertising course work
- AIGA, Art Directors Club, Graphic Artists Guild as well as others** | 92 - 09
 - Business, design and technology conferences and seminars