

70 Greene Street No.2705
Jersey City, NJ 07302
erik@hombretheartist.com
347.624.0742

Erik Hombre Gudowski



WORK PERFORMED FOR

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

AGENCIES

Digitas
Draft
FCB
HealthEd
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, small business precision and start-up speed. 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

- HealthEd** - NJ VP, Digital Creative Director | 10 - 11
- Managed a digital team of up to 10 that included a Creative Director, Art Directors, Designers, User Experience Lead and Copywriters.
 - Improved operational processes and created a Digital Offerings suite for Account.
 - Developed a brand vision for HealthEd On Demand.
 - Produced the branding and website for SurroundHealth.
 - Built and presented research and pitch decks.
- Self-Employed** - NYC Creative/Art Direction and User Experience - 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.
 - Created advertising concepts for: banners, eMails, Direct Mail, social media, seo, landing pages, microsites, websites and print.
 - Created branding concepts for: start-ups, small businesses, websites, corporate identity, product demos, collateral, eBooks, newsletters, social media and rebranding.
 - Managed 2-20 employees in optimizing process efficiencies.

DIGITAS

- NYC Sr. Art Director and User Experience - 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
NYU Continuing Ed | 05
AIGA, Art Directors Club, Graphic Artists Guild as well as others | 92 - 11