

SUMMARY

- **Seasoned digital creative with 20+ years of agency experience.**
- Served on the senior management team for a digital agency of 60+ employees, advising leadership on key decisions.
- Successfully developed and pitched creative to c-level executive stakeholders at many large global companies including several fortune 500 brands.
- Recruited and developed creative talent for a 10 person team, developing innovative solutions to difficult business problems.
- Ability to understand projects from a design and technology standpoint to find the best solution to meet objectives.

WORK EXPERIENCE

HANSON INC.

TOLEDO, OH

Creative Director

2012–2018

As the creative lead for an agency of 60+ employees and \$10M in annual billings, I oversaw a team of 10 creatives including visual designers, copywriters, and a full video production team. My main role was ensuring that all projects were aligned with project goals and on brand. I set the direction for visual look and tone on projects and worked in whatever capacity was needed for project work to be completed on time and on budget—including overseeing creative deliverables, estimating projects, developing wireframes and visual comps, pitching creative and developing presentations, prototyping experiences, developing video scripts, directing video shoots, editing footage or creating motion graphics.

Key Accomplishments:

- Led the RFP process for Pfister Faucets that acquired \$750k in initial new business that has since grown into one of the agency's largest clients. Developed new brand positioning and tone for the website that was adopted by the client and utilized across all of their marketing efforts.
- Led the design of a flagship iPad app for Scripps Interactive's HGTV brand that was featured in the Apple App store at launch.
- Successfully conceptualized, directed, and edited a \$50k video project on a tight timeline for KeyBank to highlight their culture of diversity and inclusion. Concept was presented to and overseen by top level leadership in the company.
- Led the design of a new comprehensive digital brand system and guidelines for Eaton corporation—a \$20B global company with operations in 175 countries.

ABOUT ME

I am a multidisciplinary design leader with over 20 years experience in creating all things digital. I love working with clients who are equally passionate about solving complex business problems with beautiful, elegant solutions.

SKILLS

- Creative Direction
- UI / Graphic Design
- UX / Wireframing
- Video Direction / Editing
- Motion Design
- Photography
- Presentation Development
- HTML / CSS

SOFTWARE

- Adobe Photoshop
- Sketch
- Invision
- Adobe Illustrator
- Adobe InDesign
- Adobe Premiere
- Adobe After Effects
- Keynote
- Microsoft Office Suite

EDUCATION

WITTENBERG UNIVERSITY (1998)

Bachelor of Arts in Computer Design
with a minor in Computer Programming

Managing Director, Digital Experience

2009–2012

As managing director I led the team of front-end developers and visual designers and oversaw all digital projects that came through the agency. This included managing a team of two directors who reported directly to me and 15 employees reporting to them. In this role I was also part of a four person team that advised company leadership on key decisions and helped to develop procedures and structure to improve efficiency and productivity across the agency.

Key Accomplishments:

- Led the design and build of websites for Best Buy's exclusive house brands (Insignia, Rocketfish, and Dynex).
- Led the design and development of a digital wayfinding experience for the Cleveland Clinic main campus, including development of a 3D map of the entire campus and turn by turn directions with photos that took the user from home to the correct parking structure and then through the maze of buildings to their destination.
- Designed the in-store iPad application for Delta Faucet's flagship Dream₂O Showroom in Chicago's Merchandise Mart.
- Led the push to start designing responsive experiences for all of the sites that we were developing. Starting with the redesign of David Sutherland Showrooms new website.

Director of Design

2004–2009

Led the team of four interactive designers to ensure that all of the sites we produced were of the highest standard. My responsibilities included developing and presenting comps to clients, collaborating with leads from strategy and engineering to estimate projects, working with traffic to resource all tasks, and building and coding front-end experiences.

Key Accomplishments:

- Designed a robust intranet experience for Delta Faucet Company that was successfully implemented on IBM's LWWCM enterprise portal technology. Collaborated with engineers to ensure designs were implemented correctly.
- Designed and oversaw the build of corporate intranets for Wix Filters and sister brands (including Napa and Carquest) to serve a diverse global employee base.
- Designed and oversaw the development of a visualization kiosk for Masco Cabinetry that allowed users to try any cabinet style and finish color with different countertops, flooring, hardware, and paint options in their manufacturer showrooms.

Interactive Designer

1998–2004

Designed and built web experiences for all of the agency's clients. Stayed abreast of the latest trends and technologies to ensure that the sites we built were modern and efficient.

Key Accomplishments:

- Pushed the agency to move away from table based design and adopt semantic code and CSS styling for the websites we were building.
- Led the design and build of web experiences for many large manufacturing clients. Including Owens-Corning, Delta Faucet Company, and Merillat Cabinets.

SOME OF THE BRANDS I'VE WORKED WITH



ERIK PORTER