

# Eric Redmond

## Art Director

ericwredmond@gmail.com | Atlanta, GA | @foreverinternet | www.linkedin.com/in/ericwredmond | www.ericredmond.com

### Technical

Photoshop  
Illustrator  
Indesign  
Premier  
After Effects  
Acrobat  
Substance 3D  
Lightroom  
Plasticity  
Cinema 4D  
Blender  
Mid Journey  
Claude / Codex

### Education

California State University  
Web Design Certificate

### Expertise

Art Direction  
3D Design / Animation  
Brand Development  
AI Prompting  
Campaigns  
Merchandise Design  
Motion Graphics  
Corporate Presentations  
Packaging Design  
Print Production  
Large Format Printing  
Photography / Drone Pilot  
CAD Design / 3D Printing  
Social Media Content  
Video Editing / Producing

### Hobbies

Rock Climbing  
Working Out  
Cooking  
Road Trips  
Tea Ceremonies  
Bird Watching  
Painting  
Learning

Art Director with 15+ years bridging digital and physical design across music, consumer brands, and agency environments. Known for production-level attention to detail—from campaign concept through merchandise manufacturing, retail rollout, and live activation. Builds brand systems that hold up across formats and teams, and uses AI-native workflows to move faster without losing craft.

### Work Experience

#### Art Director

NOVA | 2016 - 2025

- Directed Fortune 500 print campaigns with brand and production oversight
- Led custom promo and apparel initiatives across retail and 30+ e-commerce sites
- Managed complex, multilingual production cycles
- Drove cross-functional creative execution
- Built scalable design systems
- Mentored and elevated creative talent

#### Creative Lead

Freelance | 2014 - Current

- Delivered multimedia projects across rollouts, merchandise, social media, and live visuals
- Design Pitch Decks for C-Suite executives
- Designed assets for 30+ album releases, Global Tours and 20+ artist websites
- Directed brand visuals across diverse creative industries
- Produced two Grammy-considered music videos

#### Senior Graphic Designer

PM Lifestyle | 2015 - 2017

- Led design and production of in-house publication
- Developed editorial, advertising, and digital campaign creative
- Created social content for automotive clients
- Produced 14+ automotive magazine editions with cross-functional teams
- Managed direct client relationships across project-based work

#### Graphic Designer

Mad Decent Record Label | 2013 - 2015

- Designed album artwork, merchandise, tour materials, and digital content
- Led creative direction for BBC Radio's Diplo & Friends
- Collaborated with artists on brand strategy, marketing strategy and campaign ideation
- Concepted Mad Decent Gaming to connect artists and fans through live events

#### Web And Graphic Design Intern

MediBid | 2011 - 2012

- Reimagined company website with a clean, user-centered interface
- Elevated digital campaign assets to align with brand direction