

Eric Redmond

Art Director

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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
- Conceived 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