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Erik Basil Spooner
Art Director + Designer
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EDUCATION

PRATT INSTITUTE | 2006
BROOKLYN, NY
BEA, Communications Design
ART HISTORY MINOR

**KUNSTHOCHSCHULE
BERLIN-WEISSENSEE** | 2007
BERLIN, GERMANY
CERTIFICATE,
Communications Design
· Studied for the entire
year under a grant from
the Congress-Bundestag
Youth Exchange
for Young Professionals

SKILLS

- Mac & PC proficient
- InDesign & K4
- QuarkXpress & QPS
- Microsoft Office
- Adobe Creative Suite, incl:
 - Photoshop
 - Illustrator
 - Acrobat
 - Dreamweaver
 - Flash
- Basic HTML & CSS
- EFI Fiery ColorTools
and Fiery ColorServer
- Expert Production &
Pre-press color correction
- Expertise with digital
and traditional printing &
separation techniques
- Fluent conversational
German (EU Level B4)

EXPERIENCED DESIGN PROFESSIONAL SKILLED AT

TYPOGRAPHY | ART DIRECTION | IMAGE STRATEGY | BRAND VISION

PROFILE

ART DIRECTOR who successfully achieves creative solutions that simultaneously convey brand message and draw in users in both print and digital environments.

EMPLOYMENT

ART DIRECTOR (PROMOTED 3/09 FROM ASSOCIATE ART DIRECTOR)

DISCOVER MAGAZINE (KALMBACH PUBLISHING CO), NEW YORK, NY — 2008-PRESENT

- > Collaborate on setting design vision across print, web advertising, special issues and marketing collateral for consumer science magazine with 1 million-plus circulation.
- » **Commission and design covers delivering top sell-through rates, such as the Winter 2009 special issue THE BRAIN, which topped 38%.**
- > Create original layouts, editorial spreads and branded custom publishing projects for media partners such as Shell, PBS, and the National Science Foundation.
- > Manage and directly oversee a four-person art and production team.
- » **Researched, recommended, and administer digital asset system Cumulus, which created a permanent image database and vastly improved image search.**
- > Commission and art direct multiple photo shoots and illustrations for each issue.
- » **Awarded two 2009 Gold Ozzies for Best Single Topic Issue Design for THE BODY and Best Feature Design for DISCOVER June 2009's The Future of Energy series.**
- > Redesigned typographic grids across all DISCOVER products for enhanced readability.
- » **Received 2009 SPD Merit for Cover Illustration of EINSTEIN'S GUIDE TO LIFE.**

FREELANCE DESIGNER

US WEEKLY MAGAZINE (WENNER MEDIA LLC), NEW YORK, NY — 2005-2006, 2007-2008

- > Vigorously ensured the consistency of all layouts from design to production for a celebrity weekly with a circulation of over 1.8 million.
- > Corrected captions, colors and layouts, liaising frequently between production, editorial and art departments in New York and Los Angeles.
- » **Selected as the Creative Director's go-to substitute for production manager in his absence; also subbed for pre-press directors.**

GRAPHIC DESIGNER

AGENTUR EYES-OPEN, BERLIN, GERMANY — 2007

- > Designed across multiple media for an international design studio, whose clients included the G8 (group of top industrial nations in the world), the German government, Action for World Solidarity, Cornelsen Publishing, among many others.
- » **Created a rebranding campaign coinciding with the 50th anniversary of Action for World Solidarity, a prestigious international development NGO.**
- » **Tapped to art direct a project for educational publisher Cornelsen Verlag, receiving a secured letter of intent from the client after previously solicited rounds were rejected.**

JUNIOR DESIGNER

SPORTSNASHVILLE MAGAZINE, NASHVILLE, TN — 2004-2005

- > Worked hand in hand with the creative and editorial directors to design editorial and advertising pages for a regional sports monthly.
- > Partnered with sales department on developing ad comps and media kits.
- » **Built and managed the company's network, printing, and editorial workflow systems.**

TECHNOLOGY SUPPORT & WEB DESIGNER

HAMMOCK PUBLISHING INC, NASHVILLE, TN — 1999-2002

- » **Researched, recommended, acquired and managed over \$2 million worth of servers, networks and printing services, the hub of a seamless editorial and design network.**
- > Designed branding materials, company and client websites and custom trade media.
- » **Received three APEX Awards for Publication Excellence, including Best New Site, Best Redesign, and Most Improved homepage.**