

ERIC ARIKIAN

ART DIRECTOR • DIGITAL DESIGNER

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TOOLS

Figma, Sketch, Photoshop,
Illustrator, InDesign, InVision, ProofHQ

SKILLS

Brand Concepting, Digital Design,
Competitive/Comparative Analysis,
WireFraming, Prototyping,
User Flows, Responsive Design,
Usability Testing

EDUCATION

General Assembly
New York, NY / UX Design (2016)

Parsons School of Design
New York, NY / Graphic Design
(2004-2006)

Ramapo College
Mahwah, NJ / Communications
(1994-1998)

CLIENTS

Lantheus, WebMD, Intel, Walmart, Bayer,
Panasonic, J&J Professionals, Pfizer,
Mastercard, Bristol-Myers Squibb,
Neutrogena, L'Oréal, Nordstrom, Wired

ABOUT

I am Brooklyn Based UI Designer/Art Director with over a decade of freelance experience in both large and small agencies. My versatile skill set is evident in my work across UI, Art Direction, branding, product design, and site design. I am known for my meticulous attention to detail, a quality that has been refined over the years.

SUMMARY

Work with Creative Directors in supporting creative initiatives

Executing designs based on established style guidelines
to maintain brand look and feel

Design documents for internal creative needs (brand books,
collateral, pitch decks, presentations decks)

Design for integrated digital campaigns from logo development
to website design

Provide art direction to development teams, illustrators,
photo retouchers for product launches

Brainstorming creative concepts and solutions
with the creative team

Creative conception, and execution of digital projects including
brand books, web design, social media content

EXPERIENCE

InTouch Solutions / Senior Freelance Art Director / 2018-2022

W20 / Senior Freelance Art Director / 2014 - 2017

GHG / Senior Freelance Art Director / 2009 - 2010, 2013 - 2015

LBi/MRY / Senior Freelance Art Director / 2011 - 2012

MRM Worldwide / Art Director / 2007 - 2009

CondéNet / Freelance Digital Designer / 2006 - 2007

Renegade Marketing / Freelance Designer / 2006