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Erik Basil Spooner
Art Director + Designer
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SKILLS

- Mac & PC proficient
- InDesign & K4
- QuarkXpress & QPS
- Microsoft Office
- Adobe Creative Suite, incl:
 - Photoshop
 - Illustrator
 - Acrobat
 - Dreamweaver
 - Flash
 - DPS (iPad creator tools)
- Mag+ (iPad creator tools)
- Basic HTML & CSS
- EFI Fiery ColorTools
- 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

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

EMPLOYMENT

DESIGN DIRECTOR

NOMAD EDITIONS, NEW YORK, NY — 2012 - PRESENT

- » **Create and produce original iPad and web magazines, including photography and illustration art direction, and managing teams of others to deliver these products.**
- > Working with client and internal teams, develop strategy and operational plans for various content-based digital experiences—apps, the web, events and anywhere else screens may most effectively tell the story or engage the audience.
- » **Developed content around and created a new app for the fine dining community in conjunction with the James Beard Foundation, due to launch in Q3 2014.**

CREATIVE DIRECTOR/DIRECTOR, DESIGN, PUBLICATIONS + PRODUCTION MANAGEMENT

TEACHERS COLLEGE, COLUMBIA UNIVERSITY, NEW YORK, NY — 2011-2012

- > Ensured college publications on every platform engage in visual storytelling process aligned with TC brand's goals: placing the college in the avant-garde of education in America.
- » **Created special publications to reach most important donor audiences, in some cases netting 10-fold increases in financial commitments (from \$80k to \$800k).**
- > Hired and managed freelancers for various design, photography, video and editorial roles.
- > Directed creative on all projects' visuals: branding, collateral, video, photo, design, etc.
- » **Managed a \$350,000 annual budget.**

FREELANCE DESIGN DIRECTOR, VARIOUS

ROLLINGSTONE MAGAZINE, NEW YORK, NY — 2013-PRESENT

- > Assist senior art and design directors in creating one-off special issues and packages.
- » **Assisted editor and design director with various sensitive projects, including design test, prototyping and launch of the first comprehensive redesign in over a decade.**
- > Provide sketch to press production direction based on art directors' needs.
- > Actively checked and corrected captions, colors and layouts, to ensure quality and consistency of all editorial projects assigned for bi-weekly music title with 1.5 million circ.

ELMORE MAGAZINE, NEW YORK, NY — 2010-PRESENT

- > Drive visual journalism for all products of national bi-monthly boutique magazine dedicated to American Music genre.
- » **Designed and launched ELMORE+ iPad magazine on Mag+ platform.**
- > Direct all branding and visual support from sketch to press across the enterprise.
- » **Redesigned ELMORE to address publisher's strategic growth plan, and re-align aesthetic execution with the editorial voice.**
- > Art direct page designs, photo shoots, covers, and illustrations for all parts of the print and iPad products, including freelance producers and designers.
- > Manage production process with editorial and art staff on- and off-site in New York, and photo director based in Tokyo.

BAUER PUBLISHING, NEW YORK, NY — 2012-2013

- > Created original designs for various sections and features within celebrity weekly magazine group (InTouch Weekly, Life&Style Weekly).
- > Directed production with pre-press group and design assistance to other art directors.
- » **Designed prototype and assisted editor-in-chief with first test of Closer Weekly.**
- > Provided fill-in support to design director of InTouch while she was on maternity leave, and later to art director of Life&Style while she was on extended personal leave.

CONTINUED »»



EMPLOYMENT (CONTINUED)

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

DISCOVER MAGAZINE (KALMBACH PUBLISHING CO), NEW YORK, NY — 2008-2011

- > Collaborated on setting design vision across print platform and marketing collateral for consumer science magazine with 750,000 circulation.
- > Created original layouts, editorial spreads and branded custom media projects.
- » **Commissioned and designed covers delivering high sell-through rates, such as the Winter 2010 special issue GENIUS.**
- > Managed a four-person art and production team.
- » **Researched, recommended, and implemented digital asset system Cumulus, which created a permanent image database and vastly improved image search.**
- > Commissioned and art directed 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

- > Produced editorial and advertising pages for a regional sports monthly under creative director.
- > 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.**
- > Supported all staff members one-on-one as called, and led groups for various technical training rollouts, including the switch from QuarkXPress to InDesign.

EDUCATION

PRATT INSTITUTE

2006 | BROOKLYN, NY
BFA, Communications
Design, Graphic Design
major, 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

AWARDS + AFFILIATIONS

SPD: SOCIETY OF

PUBLICATION DESIGNERS

Member since 2008
Merit recipient, 2009

FOLIO: OZZIE DESIGN AWARDS

Gold Award (2), 2009

APEX AWARDS

Best Web Design (3), 2002

CONGRESS-BUNDESTAG

YOUTH EXCHANGE

FOR YOUNG PROFESSIONALS

Award recipient, granted
a year to live and work in
Germany. Program required
finding a job, housing and
study at a German university.
(2006, U.S. Dept. of State)