
PROFILE

Dynamic Art Director and Experiential Designer specializing in the creation of immersive brand environments and spatial storytelling. With a foundation spanning film, fine art, and retail, Eric integrates 4D visualization, narrative strategy, and cross-disciplinary collaboration to craft environments that connect audiences and elevate brands. Recognized for driving award-winning creative that delivers measurable engagement and emotional impact.

EXPERIENCE

Best Buy | Richfield, MN

Senior Creative Designer | 2022–Present

- Lead design and execution of brand environments across physical and digital touchpoints.
- Develop creative guidelines, 3D assets, and photography systems shaping the brand's spatial identity.
- Present concepts to executives, securing buy-in for immersive activations.
- Collaborate with marketing, sales, and legal teams to ensure consistent brand experiences.

Select Awards:

In-House Agency of the Year, ANA In-House Excellence Awards (2025)

Best of Show, AdFed "The Show" (2025)

Out of Home / Multiple Installations Winner, AAF American Advertising Awards (2024)

Minneapolis Institute of Art | Minneapolis, MN

Head of Brand | 2021–2022

Senior Graphic Designer | 2018–2021

Graphic Designer | 2014–2018

- Directed environmental and experiential design for exhibitions, signage, and events.
- Partnered with curators, architects, and marketing teams to create immersive gallery and public spaces.
- Managed multidisciplinary teams of designers, photographers, web developers, and brand storytellers.
- Contributed to record-breaking attendance, engagement, and membership growth.

Major Projects:

Van Gogh and the Olive Groves (2022)

Egypt's Sunken Cities (2018)

Guillermo del Toro: At Home with Monsters (2017)

Mia Rebrand (2015)

Major Motion Picture Productions | New York, NY

Lead Graphic Designer / On-Set Art Direction | 2008–2014

- Designed and executed graphic environments and props supporting narrative storytelling.
- Collaborated with art departments, directors, and production teams to create immersive worlds.
- Managed complex priorities across budgets, locations, and schedules for multiple productions.

Major Projects:

Birdman — Best Picture, Academy Awards (2015)

The Knick — Outstanding Production Design, Emmy Awards (2014)

Mildred Pierce — Outstanding Art Direction, Emmy Awards (2011)

EDUCATION

Minneapolis College of Art and Design | Minneapolis, MN

BFA, Interactive Design | 2005–2009

SKILLS

Design & Visualization:

Adobe CC (Photoshop, Illustrator, InDesign, After Effects, Lightroom), Figma, Sketch, Dreamweaver

3D & Spatial Tools:

Blender, Maya, Cinema 4D, SketchUp, Revit, Vectorworks, Unity 3D, Unreal Engine

Collaboration & Presentation:

Keynote, PowerPoint, Miro, Asana, Microsoft Teams, Zoom

Core Competencies:

Environmental design, experiential storytelling, creative direction, prototyping, brand architecture