



ERIC EITNIEAR

ART DIRECTOR & DESIGNER

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SUMMARY

Creative and strategic leader with over 17 years of experience excelling in brand development, visual storytelling and cross-media marketing. Able to comfortably brief and lead projects, proactively offer creative input and expertise, and present ideas to clients. I'm experienced in managing and art directing creative teams to ensure flawless execution throughout all touchpoints of your brand. Continually focused on what the audience should know, feel and do as a result of the marketing or communications solution.

EDUCATION

BACHELOR FINE ART GRAPHIC DESIGN

Bowling Green State University

ASSOCIATE OF APPLIED BUSINESS COMPUTER PROGRAMMING

Northwest State Community College

EXPERIENCE

CREATIVE LEAD, OWENS CORNING

12/2020 - 5/2024

 Toledo, Ohio

As Creative Lead, I performed the duties of a full-service art director working on everything from print to video, digital to tradeshow events, merchandise to employee engagement. I directed projects from conception to delivery while collaborating with strategic leaders and stakeholders. Led a team of 5 designers in creating compelling marketing and communication visuals that adhered to the strategic and brand vision. Oversaw the art direction for our videographers and senior designers. I was also an integral part of growing the in-house team from 4 to 25 members.

Additional responsibilities included:

- Delivered trainings on Owens Corning's brand identity to the internal team, employees and external agencies
- Built a strong creative culture within the team – mentoring, motivating and coaching designers
- Supported the manufacturing facilities with employee engagement through creative and strategic initiatives
- Created and delivered design proposals to stakeholders
- Managed the relationship with our licensor, Metro-Goldwyn-Mayer, while ensuring all material using The Pink Panther met brand standards for approval
- Developed storyboards and led the creative direction on various video productions
- Participated in gathering information with marketing, communications, and other departments to support company-wide creative objectives
- Led an overhaul of the team's asset management and design processes to assure all creatives operated more efficiently
- Directed a cohesive brand identity across multiple platforms and initiatives

SENIOR DIGITAL DESIGNER, OWENS CORNING

11/2017 - 12/2020

 Toledo, Ohio

As Senior Digital Designer, I was heavily involved with the launch and expansion of Owens Corning's new brand expression across multiple platforms. Ranging from the public website, internal portals - customer and employee, print and product collateral, mobile/tablet applications and more.

SKILLS

LEADERSHIP

Brand Management
Creative/Art Direction
Project Management
Team Management

CREATIVE

Brand Identity
Concept Development
Customer Presentation
Web Design
Graphic Design
UI/UX Design
Storyboarding
Template Creation

TECHNOLOGY

Adobe Creative Cloud
HTML/CSS
Figma/Sketch
Dynamics 365/Salesforce
Microsoft Office
Google Slides/Powerpoint
Content Management Systems
Digital Asset Management
Workfront



SENIOR DIGITAL DESIGNER, OWENS CORNING
11/2017 - 12/2020

Continued

Additional responsibilities included:

- Developed design solutions for marketing initiatives, including product collateral, infographics, presentations and special event identities
- Led a complete overhaul of the email marketing and internal communication campaigns using Salesforce customer relationship management software
- Trained colleagues on WCAG and ADA compliance as well as best practices for web and email accessibility
- Led the collaboration between the OC Studio in-house creative team and the OC Digital Team to implement the new brand across digital platforms
- Collaborated with a wide variety of marketing and product professional teams who needed quick solutions to meet the constantly changing market demands

SENIOR DIGITAL DESIGNER, THE UNIVERSITY OF TOLEDO 📍 Toledo, Ohio
1/2012 - 11/2017

Led the conceptual development and brand execution for digital projects and campaigns while following brand guidelines in support of the University’s mission and goals. Led the Junior Digital Designer which included daily briefings, managing assignments, and providing guidance and direction to ensure projects were delivered on time and of high-quality.

Additional responsibilities included:

- Worked collaboratively with cross-functional teams to create digital solutions that included but were not limited to web, interactive social media, tablet and mobile display, and other marketing communications
- Provided design direction and technical expertise during projects
- Evaluated user experiences to identify opportunities for improvement
- Documented UI specifications and digital style guides
- Provided oversight and training in WCAG and ADA compliance
- Created animated graphics for local arenas and stadiums LED boards

COORDINATOR OF WEB DESIGN & DEVELOPMENT, THE UNIVERSITY OF TOLEDO 📍 Toledo, Ohio
10/2008 - 1/2012

Designed and developed new websites for the University within a CMS. Enhanced existing websites and landing pages with a focus on improving user experience. Provided high-quality display designs, social graphics, and additional digital media needed to support client’s campaigns.

Additional responsibilities included:

- Created HTML Emails
- Developed websites using HTML and CSS
- Designed and developed interfaces for web apps

GRAPHIC DESIGNER, MARTINI CREATIVE 📍 Bowling Green, Ohio
6/2007 - 10/2008

Designed highly visual, easy-to-understand marketing collateral such as calendars, postcards, pamphlets, brochures and magazine ads. Designed and developed various client websites utilizing HTML and CSS. Also worked on various logo and brand identity projects.

PROFESSIONAL DEVELOPMENT

2023
The Conference Board – Corporate Brand Strategy & Management Council Meeting
New York, NY

2021
Adobe Max
Remote

2020
Adobe Max
Remote

2017
EduWeb Digital Summit
Boston, MA

2015
OFFF Conference
Cincinnati, OH

2014
Rosenfield Media UX Summit
Bowling Green, OH

OFFF Conference
Cincinnati, OH

uHeart Digital Media
Toledo, OH

2013
Webucator HTML5 Training
Remote

Crissman Teaching Grant
Toledo, OH

2012
edUi Conference
Richmond, VA

OHECC Conference
Toledo, OH

Aquent Summer of Learning
Remote

2011
NMC Conference
Madison, WI

2010
EduWeb Conference
Chicago, IL