




ERIC EITNIEAR

EXPERIENCED BRAND & DIGITAL CREATIVE

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Creative and UX leader with 19+ years shaping brand identities, digital products, and cross-channel experiences for enterprise organizations. Known for uniting strategy, design, and storytelling to deliver user-centered solutions that drive measurable business impact. Skilled at guiding product owners and stakeholders, scaling design systems, and leading multidisciplinary teams through research-driven, agile, and highly collaborative processes. Brings a hybrid background in brand development, digital design, and UX strategy—ensuring every touchpoint is purposeful, accessible, and aligned to what audiences should know, feel, and do.

EXPERIENCE

UX STRATEGIST & DESIGN LEAD, OWENS CORNING

 Toledo, Ohio

10/2024 - Present

Lead the strategy, design, and delivery of user-centered digital experiences across multiple products and audiences as part of Owens Corning's enterprise-wide digital transformation. Partner with product owners, business stakeholders, and development teams to translate business goals and customer needs into scalable, accessible, and high-impact solutions. Drive market-back strategies using research, analytics, and agile design practices while championing a user-centered roadmap. Manage external UX partners and advance the enterprise design system to improve consistency, reuse, and delivery speed.

Key contributions include:

- **End-to-end experience leadership** — Lead ideation, evaluation, and implementation of user experiences across a diverse digital portfolio.
- **User research + analytics** — Conduct research and leverage data to inform market-back strategies and prioritize high-impact initiatives.
- **Agile, test-and-learn design** — Advocate for iterative design, rapid experimentation, and continuous improvement.
- **Cross-functional collaboration** — Partner with developers to ensure efficient implementation and scalable UI delivery.
- **Vendor and team leadership** — Manage and direct external UX contractors, collaborating closely with analytics specialists and accessibility experts.
- **Roadmap influence** — Shape product roadmaps through data-driven insights and strong relationships with product and business leaders.
- **Process + systems improvement** — Drive continuous improvement of UX processes, tools, and team capabilities by monitoring industry trends and internal performance.

CREATIVE LEAD, OWENS CORNING

 Toledo, Ohio

12/2020 - 5/2024

As Creative Lead, served as a full-service art director overseeing work across print, digital, video, tradeshow, merchandise, and employee engagement. Directed projects from concept through delivery while partnering with strategic leaders and stakeholders to ensure alignment with brand and business objectives. Led a team of five designers in producing high-impact marketing and communication assets, and provided art direction for videographers and senior designers. Played a key role in scaling the in-house creative team from 4 to 25 members, strengthening both capability and culture.

EDUCATION

BACHELOR FINE ART GRAPHIC DESIGN

Bowling Green State University

ASSOCIATE OF APPLIED BUSINESS COMPUTER PROGRAMMING

Northwest State Community College

SKILLS

LEADERSHIP

Brand Management
Project, Team & Vendor Management
UX Strategy
Design Systems Leadership
Cross-Functional Facilitation
Design Operations
Product Thinking
Change Management

CREATIVE

Brand Identity
Creative/Art Direction
Concept Development
Journey Mapping
Web UI/UX Design
Graphic Design
Video Direction
User Research & Analytics
Content Strategy
Information Architecture

CREATIVE LEAD, OWENS CORNING
12/2020 - 5/2024

Continued

Key contributions include:

- **Brand training + stewardship** — Delivered brand identity trainings to internal teams, employees, and external agencies.
- **Creative culture leadership** — Built a strong creative culture through mentoring, coaching, and motivating designers.
- **Employee engagement support** — Supported manufacturing facilities with creative and strategic initiatives that improved employee engagement.
- **Stakeholder collaboration** — Created and presented design proposals to stakeholders across the organization.
- **Licensing + brand governance** — Managed the relationship with Metro-Goldwyn-Mayer, ensuring all Pink Panther materials met brand and licensing standards.
- **Video + storyboard direction** — Developed storyboards and led creative direction for a range of video productions.
- **Cross-department collaboration** — Partnered with marketing, communications, and other teams to support company-wide creative objectives.
- **Process + systems optimization** — Led an overhaul of asset management and design processes to improve efficiency and workflow.
- **Brand consistency** — Directed cohesive brand identity execution across multiple platforms and initiatives.

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

📍 Toledo, Ohio

As Senior Digital Designer, played a key role in launching and expanding Owens Corning’s new brand expression across digital and physical touchpoints—including the public website, internal customer and employee portals, print and product collateral, and mobile/tablet applications.

Key contributions include:

- **Marketing design solutions** — Developed design solutions for product collateral, infographics, presentations, and special event identities.
- **Email + communication overhaul** — Led a full redesign of email marketing and internal communication campaigns using Salesforce CRM.
- **Accessibility leadership** — Trained colleagues on WCAG and ADA compliance and established best practices for accessible web and email design.
- **Cross-team brand implementation** — Led collaboration between the OC Studio in-house creative team and the OC Digital Team to implement the new brand across digital platforms.
- **Agile creative support** — Partnered with marketing and product teams to deliver rapid design solutions in response to evolving market demands.

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

📍 Toledo, Ohio

Led the conceptual development and brand execution for digital projects and campaigns, ensuring alignment with the University’s mission, goals, and visual identity. Supervised the Junior Digital Designer through daily briefings, assignment management, and ongoing guidance to ensure high-quality, on-time delivery across all digital initiatives.

TECHNOLOGY

- Adobe Creative Cloud
- Adobe Workfront
- Adobe Analytics
- HTML/CSS
- Figma
- Sketch
- Dynamics 365
- Salesforce CRM
- Microsoft Office
- Miro
- Content Management Systems
- Digital Asset Management
- Hotjar
- Jira
- AI - CoPilot

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

Continued

Key contributions include:

- **Cross-functional digital collaboration** — Partnered with teams across the University to create digital solutions spanning web, interactive social media, tablet/mobile displays, and broader marketing communications.
- **Design direction + technical expertise** — Provided creative direction and hands-on technical support throughout project lifecycles.
- **User experience evaluation** — Assessed digital experiences to identify usability issues and recommend improvements.
- **UI documentation** — Documented UI specifications and digital style guides to ensure consistency across platforms.
- **Accessibility leadership** — Delivered oversight and training in WCAG and ADA compliance to elevate accessibility standards across digital communications.
- **Motion + environmental design** — Created animated graphics for LED boards in local arenas and stadiums, extending the University’s brand into large-format digital environments.

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

📍 Toledo, Ohio

Designed and developed new University websites within a CMS while enhancing existing sites and landing pages with a strong focus on usability and overall user experience. Produced high-quality display designs, social graphics, and digital media assets to support a wide range of client campaigns.

Key contributions include:

- **HTML email development** — Created branded HTML email communications for University departments and campaigns.
- **Front-end development** — Developed websites and digital interfaces using HTML and CSS to support marketing and functional needs.
- **Web app interface design** — Designed and developed user interfaces for web applications, ensuring clarity, usability, and brand consistency.

GRAPHIC DESIGNER, MARTINI CREATIVE
6/2007 - 10/2008

📍 Bowling Green, Ohio

Designed highly visual, easy-to-understand marketing collateral—including calendars, postcards, pamphlets, brochures, and magazine ads—to support a wide range of client campaigns. Designed and developed client websites using HTML and CSS, and contributed to logo and brand identity projects across multiple industries.

PROFESSIONAL DEVELOPMENT

2025
NN/g UX Certified –
Specialty in UX Management

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