

eric|von|leckband

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objective |

To obtain a challenging position in the development and strategy of branding and identity. To create a relationship with clients working to ensure client satisfaction, business objectives and high standards. To provide project management making sure deliverables are with-in budget and on time. To inspire and manage the performance and development of the creative team.

credentials |

An experienced creative with more than a decade of experience across the design spectrum. Well versed in brand building, strategy and management. Understand the importance of maintaining a strong brand image and have experience in keeping a consistent message across multiple platforms. Have a solid understanding of type, color, composition and page layout. Experienced in directing photography, pre-press and press approvals as well as detail oriented project management skills that include timelines, budgets and personnel work flow. Able to supervise, manage, mentor and inspire in-house creative and outside vendors. Adept in understanding client's desires and objectives and able to produce successful results.

work experience |

Softmirage/SM Sold - Irvine, CA

Creative Director - March 2008 | Present

Work closely with senior executives to help define marketing, objectives and scope of projects. Successfully manage, budget and track projects from start to finish. Actively involved in all aspects of the creative design process, including branding, proposal development, identity creation, messaging and strategy for various clients. Meet with clients to develop a relationship and help them solve their creative needs. Supervise creative execution, quality of all projects, review and approve every project prior to final delivery. Provide guidance, mentor, supervise and interact with internal staff of eight creatives as well as other support staff, freelancers and outside vendors. Conduct presentations and business pitches to management and clients on new ideas, concepts and trends.

Clients include: McMonigle Group, gkkworks, Maguire Properties, Modern Studio Furnishings, 2Media, Brinderson, John Eric Group, PS Werks, 8AM Corporation, Global Bridge Partners, Tebo Development, and James Conrad Architecture

eric|von|leckband - Laguna Hills, CA

Designer - September 1999 | Present

Freelance design and branding consultant providing identity, print, web/interactive and advertising support to both local and national clientele. Strategically-driven visual communicator, detail-oriented and innovative problem-solver who comprehends and manages multiple tasks while remaining focused on the overall picture.

Clients include: Hines, Interactivate, InterCommunications, Kovach Marketing, James Klein & Associates, Premise, Inc, Softmirage, Zyxzi, North American Acceptance Corporation, TSG, Bergstrom Capital Advisors, j.mee Original and Ellsworth

Softmirage - Costa Mesa, CA

Art Director - September 2006 | March 2008

Responsible for communications strategies, branding, marketing, creative direction, graphic design and project management for a full range of print, web, and e-marketing programs. Able to meet demanding deadlines in a fast-paced environment. Manage the creative studios daily operations and staff. Direct outside print vendors and oversee freelance designers. Ensure the creative and technical vision of every project is maintained throughout production and executed to completion. Assist with strategy and business development as needed.

Clients include: Maguire Properties, gkkworks, Curuga SC, Brinderson, Modern Studio Furnishings, Global Bridge Partners, James Conrad Architecture, Bomel Companies, Whitener Graphics and IBAR Development

Atomic Curve - Irvine, CA

Art Director - September 2004 | September 2006

Actively participate in creative efforts, developing client response materials and direct the creation of on-brand, on-strategy compelling creative work for assigned clients. Worked closely with the creative team, from concept to production, generating layouts, artwork and mechanicals.

Clients include: First American RES, The Irvine Company, IHOP, First American RG, Capital Pacific Homes and Oakwood Worldwide.

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InterCommunications, Inc - Newport Beach, CA

Art Director - September 1999 | September 2004

Boutique agency focusing on luxury destination, resort and development clientele. Involvements ranged from brand strategy to conceptual design, refinement and implementation. Production supervision, direction of photo shoots and illustrations. Establish, manage and maintain the creative direction and goals for specific projects ensuring they fit the client, the brand and the business objectives.

Clients include: William Lyon Homes, Calistoga Ranch, Newport Lido, Castle and Cooke, Castiglione del Bosco, Tejon Ranch, Hualalai, Pauoa Beach, The Promenade at Rio Vista, Viva.com, Lake Las Vegas, Montage Resort & Spa, Castle Rock Development, PGA West, Valencia and Criswall Radovan

additional experience |

From 1993 to 1999

Schibley Exhibition Design - Tucson, AZ

Power Productions - Tucson, AZ

Aristocrat Printing and Design - Tucson, AZ

Print Club - Tucson, AZ

Gilchrist & Moore Advertising Agency - Minneapolis, MN

skills |

Expert in Adobe CS3 Suite on Mac and PC platforms. Knowledge of HTML, CSS, Dreamweaver, Flash, Actionscript, Java Script, and Databases.

education |

Brown College - Minneapolis, MN

Associate Applied Science 1993 | Major - Graphic Arts | Emphasis in Computer Design

references |

Available upon request