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## Erik Hombre Gudowski



### WORK PERFORMED FOR

American Express	Microsoft
AstraZeneca	MSN
AT&T	Nationwide
Chevron	NBA
Citi - Smith Barney	NBC
Consumer Reports	Nikon
Dell	Nissan
Crown Royal	Pepsi
Johnnie Walker	Chivas Regal
Expedia	Shire
Grubb & Ellis	Sprint
HP	Time
IBM	Unilever
LA Times	Volvo
LG	Walmart
Mack Truck	Warner Brothers
Mastercard	Wendy's
Merrill Lynch	Wyeth

### AGENCIES

Digitas  
Draft  
FCB  
JWT  
Schematic  
VisualMax  
YR/Wunderman

### INDUSTRIES

Automotive  
Financial Services  
Food & Beverages  
Health and Fitness  
Pharma  
Publishing  
Real Estate  
Technology  
Travel & Entertainment

### TECHNOLOGY

Pencil, Markers and Sketchbook  
Adobe Creative Suite

### ON THE SIDE

Self-Education  
History  
Basketball & Triathlons  
Travel  
Documentaries  
Fine Art

## PROFILE

In my 12 years working in the visual communications industry I have gained valuable insights into exactly what it takes to produce impactful integrated campaigns that produce measurable results.

## PORTFOLIO

<http://www.hombretheartist.com>

## EXPERTISE

**New Business:** rfp and sales pitch decks/presentations

**Websites:** strategy, user experience, design and copywriting

**Branding:** logos and corporate identity

**Advertising:** integrated campaigns - online and offline

**Flash:** storyboarding

**Management:** client facing, project leading start to finish

## EXPERIENCE

### Self-Employed - NYC

Creative Direction - Online/Offline | 01 - 09

- Johnnie Walker integrated holiday campaign: packaging, dm, eMail and website
- Redesigned Innovatix.com (a company with \$2.2B of purchasing power) and developed an ongoing branding and advertising campaign including projects such as quarterly magazines, newsletters, exhibit designs and corporate identity.
- Analyzed 200+ product websites and conceived strategies for redesigns, search engine optimization, pay-per-click and pay-per-inclusion programs to improve the ROI of HealthVentures.
- Branded 30+ companies including 300 Monks, Triathlon Association of NYC, Republic of the Moving Image, New Reel Pictures, Active Athlete Media and Paws of Distinction.
- Concepting for a variety of online eMail and banner campaigns

### DIGITAS - NYC

Art Director - Online | 98 - 01

- Managed team of 5-10 in a 9-month redesign of nba.com (40,000+ pages) that included learning and implementing a content management system enhancing informational architecture as well as creating the overall look and feel of nba.com and all team sites.
- Completed a multitude of projects for americanexpress.com (80,000+ pages) over 3 years including the company's first online bank, MembershipBanking.
- Took over a failing redesign of chivas.com to successfully turn it around by designing an award-winning website with online marketing components involving sweepstakes, polls and ads.

### PRINTWORKS - Boston

Graphic Designer - Offline | 96 - 98

- Led a creative team in the rebranding of a declining advertising newspaper, The Square Deal, with a distribution of over one million copies annually by increasing consumer awareness and subscription base.

## EDUCATION

### The Art Institute of Boston

BFA - Graphic Design, Diploma - Illustration | 92 - 97

### Parsons School of Design and School of Visual Arts

Continuing Ed | 99 - 05

- Classes in art history and other creative explorations

### NYU

Continuing Ed | 05

- Business, finances, marketing and advertising course work

### AIGA, Art Directors Club, Graphic Artists Guild as well as others

| 92 - 09

- Business, design and technology conferences and seminars