

Eric G. Hanson

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I am a multi-disciplined designer with a strong business/marketing background, who brings a fearless & unique perspective to the projects that I play a role in. Whether it be a complex mobile app, robust e-commerce solution or delightful banner ad, the digital experiences I enjoy the most are the ones that can both satisfy business needs, while still having that ability to surprise and delight end users.

Experience

Clockwork

Nov 2011 - Present

Creative Director

As the "design sage" at Clockwork, I am constantly striving to evolve the discipline and set the creative bar for the design team. Process evolution, mentoring, sales support/pitching and design innovation make up my day to day duties. Have had the pleasure of forming strong relationships with clients such as Minneapolis Parks Board, Dr. Pepper, Target, YWCA, Microsoft, Michael Foods, Best Buy, Smiths Medical and countless others.

Clockwork

Nov 2007 - Nov 2011

Design Director

Tasked with leading robust digital experiences for B2B and B2C clients that help to transform their businesses. Routinely tasked with evolving the Clockwork brand as the business grew and changed. Responsible for sales support in the new business acquisition process.

Clockwork

Sept 2002 - Nov 2011

Designer

Was the first employee hired and was responsible for helping to build up the client-facing creative offering at Clockwork. Responsibilities included design discovery, full UX authoring, interaction design and front-end development. Also, was the principal designer for our web-based software platform, the Active Media Manager, which is a fully-integrated CMS solution with modules for commerce, messaging, promotions and more.

Bolger

Dec 2000 - Feb 2002

Designer

Part of a renegade team of two that helped to start up the digital offering for Bolger Printing, who had decades of success in the print industry. I had the good fortune to work with a multitude of challenging clients, including multiple divisions at The St. Paul Companies (now Travelers) on an almost daily basis.

Education

BA, Marketing

University of Minnesota, Duluth Spring 2000



Engaged

I've been a presenter at Minnewebcon, helped to establish and then participate in the AIGA UX Committee, been a guest lecturer at the Art Institutes, participated in the U of M design mentorship program, had a blast as an Art Buddy, was an emcee for the Special Olympics, as well as volunteering as a coach for my daughters softball and basketball teams.

Published

In the past, I have written about things that hope to give back to the community that has afforded me so much. I've written about my experience with Art Buddies, interviewing tips for students and how I conquered some serious sketching demons.

Links available at eghansondesign.com

Award Winning

Awards are never the goal, but when you get them, it feels great. I've been fortunate to win awards for the hard work that I've done over the years, including 4 AIGA show awards, 3 AdFed Pushpin awards, a W3 award, as well as many others.

“Eric has great breadth and depth of experience. He’s highly inventive, creative and passionate about his work, never disappointing when a client is looking for the “big idea.” He gives thoughtful attention to the practical details that make experiences great and doesn’t hesitate to challenge the thinking of those around him while remaining collaborative.”

Mollie Clancy, Senior User Experience Architect, Merrill Corp.

Skills

Digital Strategy
Creative Direction
Process Authoring
Discovery
Information Architecture
User Experience
Interaction & Animation
HTML
CSS
Actionscript
Digital Marketing
Brand Development
Copywriting
Photography
Videography

Tools

Pencil & Paper
Photoshop
Illustrator
Indesign
After Effects
Animate
Sketch
Invision App
Axure