



ERICK PFLEIDERER

CREATIVE DIRECTOR & STRATEGIST

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I'm an award winning creative leader, helping brands through user experience research, and well-executed digital experiences.

"...a true creative talent, an excellent manager, and he understands how to motivate, empower and create a team environment rooted in shared values. He is genuine, authentic, and extraordinarily dedicated to his work and his company."

JEFF RUM
Principal, SPARK Experience

Accolades

GOLD COMMUNICATOR AWARDS OF EXCELLENCE

JewishFoodExperience.com	2013
MejdiTours.com (x2)	2014
AABGU.org	2015
BetterWorldCampaign.org	2016
NWLC.org	2016

+30 More Silver Awards of Distinction between 2013 and 2016

W3 AWARDS

AWR.org	2015
AABGU.org	2015

NATIONAL COUNCIL FOR MARKETING AND PUBLIC RELATIONS, REGION 1 GOLD MEDALLION AWARD

Job Fair Flyer	2004
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Experience

TAOTI CREATIVE | Washington, DC Creative/UX (CrUX) Director

2016 - Present

- Lead UX Design team and activities to better understand user behavior, translating findings into optimal user experiences.
- Created, maintained, improved and adapted logistical, and budgetary and CrUX processes to increase productivity and profitability, as well as client and staff satisfaction.
- Utilize best practices in modular design systems to streamline CrUX processes, increasing output, and lowering project costs.
- Acted as strategic creative lead on large scale website and app builds.
- Developed department policies, programs and systems to support strategic direction and organizational objectives of the agency, while improving organization culture.
- Act as a bridge from the CrUX team to clients and other internal teams—translating complex design and development ideas into simple/easy to understand concepts.
- Participate in business development sales pitch efforts focused on Discovery, User Experience and Design.

SPARK EXPERIENCE | Bethesda, MD Creative Director

2011 - 2016

- Helped grow the company from six employees to 30, with over 2.4m in annual revenue.
- Built and nurtured client, vendor and agency relationships.
- Supervised, empowered, nurtured, encouraged, mentored and inspired the ten members of the design and web development teams to deliver award winning work.
- Designed and presented branding strategy, naming and logo design concepts which were the basis for all branding presentations and processes.
- Worked closely with the content team to develop creative processes and deliverables for their department.
- Participated in the development of agency plans and programs by advising, evaluating and assisting in moving initiatives forward.
- Acted as Creative and Strategic lead on interactive and branding projects.
- Designed web and app interfaces based on UX research findings for large non-profits, and Fortune 500 Companies including AAA, Pepsi, ComScore, Living Social, and Nielsen Norman Group.
- Created partnerships, working directly with outside vendors and agencies
- Organized, prioritized and scheduled work assignments to balance workloads, and to meet various staff members skill-sets.

Software Knowledge

Photoshop	Optimal Workshop
Illustrator	Survey Monkey
Sketch	Pages
InVision	MS Office
InDesign	Atom
Acrobat	Dreamweaver
Animate	Asana
FontExplorer	Basecamp
Bridge	Teamwork
Keynote	Slack

Skills and Methods

Creative Direction
Art Direction
UX Design
Strategy
User Testing
Information Architecture
Card Sorting
Tree Testing
Usability Testing
Surveys
Wireframing
Prototyping
App Design
Responsive Design
Branding
Technical Planning
HTML/CSS/jQuery
Team Building
Process Improvement

Volunteer

**President, Rosewood
Condominium Board**
2012 - 2014

**Vice President, Rosewood
Condominium Board**
2011 - 2012

Quarterly Plasma Donor
2009 - Present

TIM KENNEY MARKETING | North Bethesda, MD

Sr. Designer & Web Developer

2006 - 2011

- Managed and performed all tasks necessary on projects from proposals to invoicing and from creative conception to press, web launch and even physical spaces.
- Utilized best practices in Search Engine Optimization and Marketing tools to propel TKM and its clients into the top 10 on Google, MSN and Yahoo search engines.
- Researched and formulated lists for the naming of new companies.
- Performed competitive analysis on client competitor content and visuals to identify unique positioning opportunities.
- Planned and executed advertising buys in major publications such as The New York Times and The Washington Post.
- Wrote and edited copy with key marketing messages for use in various media.

CHARLES REGIONAL MEDICAL CENTER, formerly Civista | La Plata, MD

Graphic/Web Designer

2005

- Maintained the Civista website and promoted fundraising events through event web sites.
- Produced and coordinated the printing and mailing of materials including Civista Today, a quarterly, 16 page newsletter that mailed to over 100,000 postal patrons.
- Planned and purchased advertising space in local print media for ads promoting the hospital and it's programs.
- Advised a planning committee which generated revenue for an expansion of the hospital on all design and marketing directives.

COLLEGE OF SOUTHERN MARYLAND | La Plata, MD

Graphic Designer

2003 - 2005

- Corresponded with offices throughout the campus to develop solutions for departmental needs in the form of print materials, signage and logos while maintaining the CSM brand.
- Worked closely with printers on the production of materials.
- Implemented templates for brochures, flyers and newsletters to increase productivity and streamline designs.

SALISBURY UNIVERSITY, OSAO | Salisbury, MD

Graphic Artist

1999 - 2002

- Created various print and promotional materials for campus offices events.
- Worked directly with large format printers to print posters and flyers.

Speaking Engagements

UX Design Process | Bethesda, MD

Women's Learning Partnership, Global Partner Summit

2016

Data Visualization & Infographics | Washington, DC

Ignite Academy

2016

Education

Bachelor of Fine Arts, Graphic Design | Salisbury University

1999 - 2003

Minor: Marketing, 3.8 GPA in Major

Campus Life Award (Awarded to less than 5% of college graduates nationwide)

Activities & Organizations:

President, Outdoor Club (2003)

VP of PR, Outdoor Club (2002)

Completed Leadership Workshop Series (2002)