



# ERICK PFLEIDERER

## CREATIVE DIRECTOR & STRATEGIST

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I'm an award winning creative leader, creating brands from the ground up through research, positioning 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

### PLATINUM HERMES CREATIVE AWARD

PhillipsandCohen.com 2017

### GOLD COMMUNICATOR AWARDS OF EXCELLENCE

NWLC.org 2016

BetterWorldCampaign.org 2016

AABGU.org 2015

MejdiTours.com (x2) 2014

JewishFoodExperience.com 2013

*+30 More Silver Awards of Distinction between 2013 and 2016*

### W3 AWARDS

AWR.org 2015

AABGU.org 2015

*+30 More Awards in the past 5*

## 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 processes to increase productivity and profitability, as well as client and staff satisfaction.
- Utilize best practices in modular design systems to streamline processes - increasing output, and lowering project costs.
- Acted as strategic creative lead on large scale website 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.
- Lead and participate in business development sales pitch efforts focused on Discovery, User Experience and Design - with close rates nearing 90%.

### SPARK EXPERIENCE | Bethesda, MD Creative Director

2011 - 2016

- Helped grow the company from six employees to 30, with over 2.5m 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 Blood 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 2005**

*Graphic/Web Designer*

- 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 millions in 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**

## Speaking Engagements

### **Branding 101 | Bethesda, MD**

*Women's Learning Partnership, Global Partner Summit*

**2017**

### **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)