

ERIC KASSEL



Designer &
Creative Leader
with 15+ years
of agency
experience in
Digital
Marketing

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EXPERIENCE

2010 - 2015

Design Director @ bswing, Minneapolis

As design director, I led the visual & UX design on projects for Prime Therapeutics, University of Minnesota, RJS Software, and many other clients. As the in-house "video guy" I also led video and motion graphics projects for Oracle, University of Minnesota, RJS Software, and Center For Energy And Environment.

1999 - 2010

Creative Director & Designer @ Popular Front, Minneapolis

I started fresh out of college as a designer in early 1999. As Creative Director, I helped the company grow from 12 people in 1999 to over 50 people in the late 2000's, and helped attract major clients like PBS, Target, & Hasbro. Lead a team of designers and writers, and worked very closely with the developers and producers.

2000

Freelance Graphic Designer, NYC

I spent one year living in Manhattan working remotely for Popular Front while also working on freelance gigs.

1997-1998

Marketing Intern @ Children's Theatre Company, MPLS

Designed marketing materials & tour graphics, managed web efforts.

EDUCATION

1994 - 1998

Minneapolis College of Art and Design (MCAD)

BFA Graphic Design

1993

Berklee College of Music, Boston

Studied music production & engineering

HATS I WEAR

Design

Creative Direction

Graphic Design

Motion Design

UX Design

Illustration

Motion

Direction

Videography

Editing

Motion Graphics

Animation

Sound

Music & Sound Design

Production/Engineering

Songwriting

Performing

CAREER HIGHLIGHTS

Creator & designer of **SnowDays**, an online community centered around designing and sharing virtual snowflakes, which now boasts over 12 million flakes.

Creative lead for a 1.5 million dollar project for **Hasbro** aimed at engaging kids with their many brands online. (Sadly, the project never saw the light of day due to changes in Hasbro's online entertainment strategy.)

Writer, Director, and Editor of a Kickstarter video for **Twig The Fairy** (yes, fairy!) which helped raise more than double the goal.

Designer and director on the **Tofte Project**, which won a top award at SXSW Interactive.

Creative lead for Target's movie and gaming sites, **Cinema Red** and **Get Into The Game**.

Executive producer of **Rock For The Rules Volumes One and Two** a pair of fundraiser compilation albums, which included wrangling songs from over 50 artists, recording and producing a few of the tracks, art directing the cover art, shooting and directing a promotional music video, and engineering the promotional campaign through PR and social media, mostly by myself. Together the projects raised several thousand dollars.

Winner of StillMotion's **Big Shorts** filmmaking contest (amateur division)

HAPPY CLIENTS

Rhapsody
University of Minnesota
Hasbro
Target
Manhattan Toy
Datacard
Cleveland Clinic
General Mills
Macromedia
National Parkinson Foundation
Organic Valley
PBS
Personality Profile Solutions
Capella University
Prime Therapeutics
Oracle
Center for Energy and Environment (CEE)
Personality Profile Solutions, INC (PPSI)
RJS Software
Starkey
Twig The Fairy (Really!)

RECOGNITION

Internet Advertising Competition Best of Show Online Video 2012
The Show Bronze Pin 2007
Summit Emerging Media Award 2007
Interactive Media Awards 2007
WMA Internet Advertising Awards 2001, 2005 & 2006
Webby 2005
SXSW Web Award 2004
Print Magazine Interaction Design Annual 2002
HOW magazine Interactive Annual 2002
PBS Eddy Award 2002
AIGA 365 2001

REFERENCES

(more recommendations available [on LinkedIn](#) or by request)

"I've had the privilege of working with Eric for over 5 years at bswing. Eric is a passionate designer dedicated to his craft. Time and again, he demonstrated the ability to translate user understanding into simple, elegant, and compelling experiences. He is an amazing storyteller, and his design and video work always connects with the target audience. I highly recommend Eric."

Eric Freeberg
Founder & Creative Director at bswing

"Eric is great to work with both as a team member and as a leader on the team. He is a good collaborator, he is fun to work with, and he is very dedicated to producing excellent work. One of the reasons Eric is so valuable is that he is not only able to creatively concept big-picture ideas, he is also able to focus on the details that can take a design from good to great."

Jamie Unger
Sr User Experience Architect at
Clockwork Active Media

"Eric is great collaborator, fantastic designer and a pleasure to work with. He understands interactive from all angles -- not just design, pushes himself to bring new ideas to the table on every project, and knows how to draw the rest of the team into brainstorming. Designer, communicator, and strategic-thinker -- Eric is the quintessential triple threat."

Paul Frett
Sr Manager, Global Experience Strategy
at SapientNitro

"[Eric] was a great influence in how I think about interactive design. While interning under him at Popular Front he showed me the ways of a quick but thoughtful creative director. As a designer he impressed me by elements flying around his work screen and falling into place as if by magic. He is decisive and seems to come to the best answer immediately."

Shadi Petoski
Writer / Executive Producer at PUNY