

## ERIC KASSEL

Designer &  
Creative Leader  
with 17+ years  
experience in  
digital marketing

### EXPERIENCE

#### **Founder & Creative Director @ Kassel & Co** | Minneapolis | 2015-Present

In May of 2015, I made the big, scary leap of going out on my own as an independent creative director and designer with an emphasis on video and motion graphics.

#### **Creative Director @ Visual, Inc** | Minneapolis | 2015-Present

As Creative Director for Visual, a Minneapolis-based Virtual Reality startup, I oversee all of the creative & design for product design, marketing efforts, and client work.

#### **Design Director @ bswing** | Minneapolis | 2010-2015

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.

#### **Creative Director & Designer @ Popular Front** | Minneapolis | 1999-2010

Starting fresh out of college as a designer in early 1999 and climbing the ladder to Creative Director, I helped the company grow from 12 people in 1999 to over 50 people in the late 2000's. I led a team of designers and writers, and worked very closely with the developers and producers on projects for Hasbro, Target, PBS, and others.

#### **Freelance Graphic Designer** | New York City | 2010-2015

I spent one year living in Manhattan contracting remotely for Popular Front and other clients.

### 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 + Illustration

Motion Design + Animation

UX Design

Social Media Marketing

#### **Motion**

Direction

Videography

Editing

Motion Graphics


Animation


#### **Sound**

Music & Sound Design


Production/Engineering

Songwriting

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