

Eric Bingham

Creative Director

Recognized creative leader with 20+ years experience in digital media, bringing a proven knowledge of creative strategy, vision, communication, and leadership with emphasis in customer engagement, brand recognition and experiential marketing.

JOB EXPERIENCE

CREATIVE DIRECTOR | SENIOR UX DESIGNER: REALOGIC ANALYTICS, INC. 2/2016 — PRESENT

- Lead overall Creative and UX from the initial stages of development for a new Commercial Real Estate program.
- Implemented a new process for proofing large data tables within a pixel perfect environment for increased efficiency and turnaround time.
- Worked remotely with my team using Balsalmiq for wire-framing and User Interface mapping.

CREATIVE DIRECTOR: MINACS MARKETING 6/2015 — 2/2016

- Worked directly with American Honda Motors, updating the national Parts and Services program.
- Using focus group feedback from Los Angeles and Chicago, my team and I developed a new campaign strategy, new branding, new messaging and more strategic, engaging marketing materials.
- Met with Honda Service Managers and General Managers at their dealerships, to better understand the relationship between customer and dealer.
- Brought my experience from Direct Response Marketing to create an Integrated Campaign that could be tracked for optimized results, given stronger brand focus and more emotionally engaging messaging.
- We delivered the new campaign, with complete success and approval from majority stakeholders at Honda corporate.
- Lead a team of up-to 5 on-site and off-site, as far as Michigan, where my Art Director resided.
- Upon finishing the "heavy lifting" on the program re-branding, I had a new opportunity to increase my UX experience with a new commercial real estate program.



2850 Kelvin Ave. Irvine, CA
949.929.0534

eric@binghamelectric.com
www.binghamelectric.com
www.linkedin.com/in/ericbingham

SKILLS

PROFESSIONAL SKILLS

Photoshop | Illustrator | InDesign

Premier | Muse | Dreamweaver

Word | Powerpoint | Excel

Keynote

Front-End Web Development

CSS

PERSONAL SKILLS

Communication

Creativity

Strategy

Management

Leadership

CREATIVE LEAD: EXPERIAN CONSUMER SERVICES **4/2010 — 5/2015**

- Started as Senior Designer working on “White-Labeling” products for the B2B side of Experian’s credit offerings to large financial institutions.
- Moved quickly into Creative Lead and continued on the B2B side as a leader with as many as eight Direct Reports.
- Within my five years at Experian I lead the redevelopment of the Experian employee on-boarding process and materials.
- Worked with HR to reinvigorate the referral program within Experian by partnering with the charity Soles4Souls so that with every referral Experian made a donation to the charity. Shoe drop boxes were also placed within the building to collect shoes that would later be given to the underprivileged without shoes. A total of over 600 pairs of shoes and \$10,000 were donated in a 12 month period.
- During my time at Experian I was also honored to be a part of a select group of employees and Executives in charge of creating and maintaining the Guiding Principals, and Core Values of our business units Culture. The Culture we developed in the five years I was there ended up becoming adopted across all other business units globally.
- Lead the Creative team in charge of the first bilingual credit product offered in partnership with Univision. The site would contain 1,200 pages upon completion.
- Numerous awards for my work were achieved during my years at Experian. Most notably a Gold Addy.

SENIOR ART DIRECTOR: APEX PERFORMANCE, LLC **3/2009 — 4/2010**

- Lead the Art Direction for three RFP’s that lead to one event and one national tour, The After Dark Tour, launching the new Lexus CT200h.

SENIOR ART DIRECTOR: SPECIALIZED MARKETING **8/2004 — 2/2009**

- Oversaw the concept, design, and production of multiple mobile phone launches for LG and multiple accessory campaign launches.
- Using proven Direct Response fundamentals, the Kaiser Permanente campaign saw response rates increase by 12% the first year and 14% the second year.
- Was awarded the American Business Award “Stevie” for Best Design of a Direct Marketing piece for Irvine Company.
- Developed the annual Miles & More campaign programs for Lufthansa Airlines which accounted for 10% of Lufthansa Airlines Corporate Sales goals and would be the most successful campaign in Lufthansa’s history.

EDUCATION

Completed Coursework

Specializing in Toy Design, Digital Design, English Literature
Woodbury University

A.A.S.

Specializing in 3D Animation, Digital Design, Technical Writing
Utah Valley University

AWARDS

Winner, Junior Achievement
Stock Market Challenge

Gold ADDY Integrated Campaign
FreeCreditScore.com

Bronze ADDY Consumer Publication
FreeCreditScore.com

MFSA Award, Best Design
LG MobileComm USA

The American Business Award
Best Design “Stevie”
Irvine Company

MFSA Award, Best Campaign
Pleasant Holidays

MFSA Award, Best Design
Kaiser Permanente

Digital Optics Convention
Best Trade Show Design
Medivision Optics

Communication Arts Magazine
3D Rendered Package Design

Communication Arts Magazine
Package Design