ERIC MAURER

Creative Leader | Design, Brand and Digital Marketing — Austin, Texas

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EXPERIENCE

Director of Creative and Digital

Zilliant

📅 Apr 2016 - Nov 2016   📍 Austin, Texas

- Delivered a brand Identity refresh providing new and more flexible guidance and collateral to drive more compelling visual messaging.
- Increased web presence globall so marketeing and sales can reach customers in the countries they reside and in their native laguage.

Creative Director - Visual Design

Microsoft Corporation

📅 Jan 2008 - Dec 2015   📍 Redmond, Washington

- Built and managed digital agencies inside of Microsoft to reduce external spend and limit exposure of Microsoft's intellectual property.
- Delivered a global a Brand Iidentity while creating a savings of $40M+ through end-to-end delivery of guidelines and assets.
- Led creative strategies and priorities across internal and external web properties that delivered 35% increased conversion goals and 20% reduction in spend 4 years straight.
- Managed creative team of 20 +/- full-time, agency and partner.

Senior Visual Designer

Microsoft Corporation

📅 Nov 2005 - Dec 2007   📍 Redmond, Washington

- Delivered engaging visual experiences that drove +20% customer engagement and as a result built brand recognition and loyalty.
- Delivered visual solutions to support marketing campaign execution

Executive Creative Director

Eric Maurer Designs

📅 Jan 2004 - Nov 2005   📍 Orange County, California

- Led creative strategy and execution of visual design, brand, marketing and communications for clients, agencies and partners.
- Delivered Brand strategies that ensured creative assets were easy to use and represented corporate values, tone and voice.

Webmaster and Graphic Designer

Motorcycle Industry Council

📅 Mar 2002 - July 2004   📍 Irvine, California

- Designed and managed websites, graphics design and print materials.
- Delivered corporate Intranet for improved employee engagement, communications and online learning.

SUMMARY

I deliver creative solutions, strategy, execution and evangelism across visual design, brand, marketing and storytelling.

MOST PROUD OF

🧍 **Helping to evolve the careers of employees and colleagues**

📊 **Successfully shifting mindsets from opinion based design to a data-driven design approach**

💡 **Taking on the "impossible" and doing so with an open mind**

STRENGTHS

Creative Direction	Strategy
Brand Creation	Team Building
Leadership	Visual Design
Visual Storytelling	Marketing

EDUCATION

University of Louisville

B.S. Program Computer Science

📍 Louisville, Kentucky

Goldenwest College

Web & Graphic Design

📍 Huntington Beach, California