

ERIC D. BAUM

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ericdbaum.com

EXPERIENCE **ReserveBar** Art Director, October 2021–Present

Responsible for the look and feel of ReserveBar brand photography from concepting to shoot planning and running the set on the day of the photoshoot. With shoots required for even obscure holidays and no product of its own to sell, I get creative in how product is combined and shot to tell the story ReserveBar wants to tell. In addition to photoshoots I manage a team of three designers and I am responsible for approving their work, making sure it is on brand and they are meeting their deadlines and functioning as a part of the creative team. As the company expands I am also taking on design and direction for **minibardelivery.com** and the soon to be launched **getstocked.com**.

OXO Freelance Senior Digital Designer, January 2021–September 2021

Assisted in house design team with the high volume of standard digital assets created monthly. With my years of experience growing, I was tasked with many special one-off projects, such as a full site audit of **oxo.com**, countless unique landing page assets, the campaigns for the collaboration with REI entitled OXO Outdoor and the launch of the new Prep & Go containers. Art Direction was also a daily occurrence with the other designers and myself responsible for finding and using existing OXO imagery in our work, or shooting new assets that would fit better and be useful again down the road.

TUMI Senior Digital Designer • UI Designer • Art Director, June 2017–December 2020

Trusted leader responsible for brand creative from concept to completion. Day to day includes designing a variety of digital marketing and brand-related content such as emails, custom landing pages, and site refreshes. I also art direct daily; the seasonal ad campaigns are my highest profile jobs.

When I started in 2017, I saw an opportunity to elevate the digital presence of the TUMI brand through product photography. I became responsible for the overhaul of all **tumi.com** product imagery and I created the style guide that ensures TUMI product is shot consistently going forward. Two major changes I implemented: we now use real models instead of digitally adding our product to stock photos, and we now use a consistent, naturally cast shadow for each of the alternative views of every product for sale on the website.

RALPH LAUREN Senior Digital Designer • UI Designer, October 2015–May 2017

FLUID, INC. Freelance Digital Designer • UI Designer, August 2015–October 2015

R/GA NEW YORK Freelance Digital Designer • UI Designer, June 2015–August 2015

KENNETH COLE PRODUCTIONS Senior Digital Designer, November 2013–August 2014

ALEXIS BITTAR Freelance Digital Designer, October 2013–August 2014

LAFAYETTE 148 NEW YORK Freelance Digital Designer, March 2013–November 2013

ELIE TAHARI Digital Designer & Art Director, September 2011–March 2013

ANN INC. Freelance Digital Designer, January 2011–September 2011

W MAGAZINE Freelance Digital Designer, May 2010–August 2010

TARGET CORPORATION Merchandise Coordinator, July 2007–July 2008

EDUCATION **PRATT INSTITUTE**, New York, NY

Master of Science Communications/Packaging Design (*Digital Emphasis*), December 2010, GPA: 3.708

UNIVERSITY OF WISCONSIN, Madison, WI

Bachelor of Fine Art Studio Art and **Bachelor of Science** Spanish, May 2005, GPA: 3.65

UNIVERSIDAD COMPLUTENSE DE MADRID, Madrid, Spain

Semester Abroad: January 2003–August 2003