

ERIC ROSNER Art Director | Product Designer | Art Direction Los Angeles, CA
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SUMMARY

Creative Art Director with a passion for arts, culture, and music. Specializes in brand storytelling across digital, print, packaging, motion graphics, and environmental design. Proven ability to translate complex ideas into compelling visual systems, develop multi-platform campaigns, and lead cross-functional teams. Experienced in both traditional design and AI-enhanced creative workflows to deliver innovative, culturally resonant work.

CORE COMPETENCIES

Creative Direction | Brand Systems | Cross-Platform Campaigns | Digital, Print & Social UX/UI & Prototyping | Packaging & Product | Motion (2D/3D) AI-Enhanced Design (ChatGPT, Claude, Firefly) | Team Leadership

PROFESSIONAL EXPERIENCE

Sr. Designer/ MGA Advertising - Beverly Hills, CA

Led visual development for multi-platform campaigns including TV, social media, and environmental graphics. Created logos, packaging, and promotional materials for clients across entertainment, lifestyle, and hospitality sectors.

Art Director / Erosner Design - Los Angeles, CA

Developed creative content for print, digital, and experiential projects including posters, invitations, and merchandise. Collaborated with brands and institutions such as The MoMA Design Store, CB2, Rick and Morty, and the City of Westwood on youth-centric, culture-driven campaigns. Leveraged AI tools to explore new approaches to visual storytelling and rapid concept development.

Art Director / Matthews Studio Equipment - Burbank, CA

Designed trade show environments, catalogs, and promotional campaigns to elevate brand presence and market visibility. Created 2D and 3D motion graphics for social media and marketing initiatives.

Director of Animation / TVLand, Viacom - New York, NY

Directed on-air and digital animation projects. Partnered with senior leadership on rebranding efforts and helped establish a refreshed visual identity for the network.

Senior Broadcast Animator & Graphic Designer / Nickelodeon, Nick Jr., Nick@Nite Viacom - New York, NY

Created animated promos, IDs, and on-air graphics for domestic and international audiences. Designed in-house animation systems to streamline production workflows. Supported the launch of Nick Jr. and Noggin.

Sales & Marketing Graphic Designer /
MTV Networks - New York, NY

Produced branding and marketing assets for MTV, VH-1, and Nickelodeon, including event branding, email campaigns, and executive presentations.

EDUCATION

Bachelor of Arts in Advertising / Arizona State University



AWARDS & RECOGNITION

MTV Creator Award

BDA Gold Award – Outstanding Promo Design

BDA Bronze Award – Promo Design Excellence

TEACHING & WORKSHOPS

Animation Instructor – Parsons, SVA, UCLA Extension

Taught motion graphics using Adobe After Effects and mentored emerging designers in storytelling, motion, and visual communication.

PORTFOLIO & REEL LINKS

Art Direction: www.erosner.com

Demo Reel: http://youtu.be/H_G-3A1DCo