

ERIC BREIER

DESIGN / CREATIVE / STRATEGY

Atlanta, GA

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I craft User Experiences that are intuitive, engaging & deceptively simple. From my early experience with web design, to leading the in-house Design Studio for Cartoon Network New Media, and most recently developing software UI systems for the automotive industry; these uniquely challenging experiences have offered me a true respect for the value of all aspects of the User Experience.

From the Visual Design, to Information Design, Navigation Design & Information Architecture; understanding these disciplines and their roles in providing solutions to meet the User Needs & Site Objectives for a client are a challenge that I enjoy meeting.

I truly love the process of creating the right User Experience for clients and I am actively seeking my next challenge. I am looking for a leadership position in a forward-focused, user experience organization.

Experience

Sr. Director, Online Customer Experience

The Home Depot

Atlanta, GA

Jan 2010 - Present

Co-Founder

Atlanta, GA
Mar 2007 - Present

Centrafuse

Centrafuse is an HCI framework, focused on providing appropriate user experience solutions for non-traditional computing environments. Centrafuse offers designers & developers tools to produce touch-friendly, voice and remote controlled UI solutions for scenarios in which a mouse and keyboard are not desirable. Its Mission: To provide appropriate interface solutions for underserved computing markets, such as the automobile.

- Sold technology to clients such as McLaren Automotive and formed strategic partnerships with major leaders in the automotive & computing markets, such as Intel, Microsoft & Clearwire to name a few.

- Produced & Developed solutions for Hotels, Public Safety, Consumer Automotive Infotainment & Home Automation markets in 18 languages across over 25 countries.

- Products have been deployed to over 60K users worldwide, with over 3,000 paying customers.

- Centrafuse was HMI technology for CNET's "Best of CES" Award for Car Tech in 2008. (<http://ces.cnet.com/best-of-ces-2008/>)

- Good Morning America calls Centrafuse automotive email feature "...one of the coolest thing we'll see at CES." (<http://www.fluxmedia.net/viewarticle.aspx?articleid=1006>)

Design Director

Atlanta, GA
Feb 2001 - Feb 2007

Cartoon Network New Media

Built & led Cartoon Network's in-house Design Studio for New Media. Studio staff of 12 fulltime employees included Graphic Designers, Flash Animators & Developers, and traditional Animators & Illustrators.

- Key performance metrics for Unique Users for CN.com grew from 1.4M users/week to +3.5M users/week during tenure with Cartoon Network New Media. Most recent site redesign produced 60% increase in traffic to site's most popular section.

- Managing & staffing in-house team of high-caliber creative talent with 0 external turn-over.

- UX Lead for major application initiatives, including award-winning site designs for CartoonNetwork.com, AdultSwim.com, TickleU.com, CartoonOrbit.com & Toonami Jetstream.

- Art Direction & UX Lead for major On-Air event sites, including Star Wars Clone Wars Micro Series & Master Control.

- Represent New Media Design Studio for Network-wide initiatives. Collaborate with Marketing, Creative Services, Promotions & On-Air departments.

- Participated in Turner's Emerging Leaders program

- Named in Patent filings for developed IP for phone technology CallToons

Awards:

- Adobe Site of the Day: Star Wars Clone Wars (Nov. 8, 2003)

- CommArts Site of the Week: CartoonNetwork.com (2004)
- Adobe Site of the Day: TickleU.com (Nov. 24, 2005)
- AIGA SEED Award: CartoonNetwork.com (2007)

Graphic Designer

iXL

Atlanta, GA
Sep 1998 - Feb 2001

Web Designer for interactive agency, focused on developing user interface designs for Fortune 500 websites. First real experience with interactive design and usability. Client accounts included Coca-Cola, WebMD, GE, 21e & Virgin.

Education

BFA, Interdisciplinary Studies: 3D Animation

University of Georgia

University of Georgia
Sep 1993 - Jun 1998

Degree program focused on learning traditional elements of dramatic narrative and new, technical methods for expressing drama via computer animation. Curriculum included classes in both schools for Fine Arts & Drama, with classes in Directing, Screenwriting, Editing, Film History, Drawing, Art History & Computer Animation. Participated in UGA Studies Abroad Program in Cortona, Italy.

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