

CHARLES W. ERDMAN

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USER EXPERIENCE DESIGN DIRECTOR

Interactive Digital Media
Digital Marketing, Services and Application Development

Award-winning, creative professional with exceptional capacity to capture the essence of a company's products, services, and communications and translate that distinction into various interactive forms to ensure the optimal user experience. Vibrant team leader and business-minded manager, able to communicate clearly and concisely at all levels within and outside the organization while orchestrating the entire creative development process – from initial customer interaction and needs assessment to solution design and development. Insightful, persuasive, amiable and trustworthy.

PROFESSIONAL EXPERIENCE

THE GROOP, Los Angeles, California • 2009-Present
Digital advertising and development agency

Director of User Experience, Partner

Responsible for ideation and documentation on prospective and current digital initiatives. As a small creative firm hired for innovative design and ideas, The Groop requires broad thinkers who can sell, close and generate clients and concepts. I'm involved with client strategy work sessions; all discovery and requirements gathering activities; and information architecture documentation. Projects include startups and funded clients in the financial, lifestyle and education verticals. Current clients include UCLA and the Dept. of Defense, JCPenney, Deutsche Bank, Savings.com, CitySearch and MySpace. I have helped generate and service over \$880k in billings since September of '09. Visit: www.thegroop.net

TUNESMAP INC., Santa Monica, California • 2007-Present
A music software and publishing platform start-up venture.

UX Consultant and Strategist

Hired to generate all product development and presentation documentation for an entrepreneurial web and mobile application focused on music discovery, social networking and commerce. Provided market insight reports and technical perspectives on key data integration partnerships. Responsible for management of core UX team while creating business plans, presentations and user interface schematics. Company is currently using all documentation to pursue first round investments of US\$ 6M.

BLUE TENT MARKETING, Basalt, Colorado • 2008-2009
A digital marketing firm focused on luxury resort travel and real estate.

Consultant and interim Director of User Experience

Responsible for leading the effort to re-position / re-brand the company to market its services to an entirely new clientele. Review and refine client engagement and intelligence extraction methodologies. Sold the largest interactive engagement to date to a high net-worth client and managed the execution of pre-integration deliverables.

DERVISH MEDIA, INC., Carbondale, Colorado • 2003-2009
A boutique media company focused on the family market.

Executive Creative Director

Orchestrated business start-up and early growth, from product design / development and manufacturing to marketing and distribution. Established and managed production relationships with three manufacturers in China, with vigilant regard for quality control.

- Designed, developed and manufactured an award-winning line of interactive fantasy dolls, books, and merchandise.
 - Captured *iParenting's* "Media Award for Excellence" and *Creative Child Magazine's* "Top Toy of the Year" and "Preferred Choice" awards for the Faery Folk doll line and website.

- Developed, scripted and sold a children's sports television show for the U.S. Olympic Committee.
 - Conducted market research; created unique animated characters; developed story, script, and episode "roadmap"; edited all Olympic video footage; managed product positioning; and produced electronic sales and marketing collateral.

THE DESIGNORY, INC., Long Beach, California • 2001-2003

A full-service cross-media communications firm owned by Omnicom.

Creative Director, Information Design

Secured agreements with Fortune 500 clients through compelling proposals / presentations then delivered superior digital marketing initiatives. Worked closely with top creative agency, TBWA Chiat/Day, as well as high-level client executives. Reported directly to C-level executives at the company.

- Personally acquired ~\$4.5M in new business in 2001, and assisted in generating \$5.2M in 2002.
- Co-managed a 12-member Interactive Department along with the Director of Technology.
- Direct supervision of three information designers.
- Supervised creative collaboration across internal print and interactive departments.
- Serviced premier clients including Nissan, Infiniti, Disney Travel Company, and Isuzu through new site architecture or redesign and/or the development of micro sites and community sites.

RAZORFISH, INC., Santa Monica, California • 1999-2001

A digital design, development, and strategy services company.

Senior Information Architect

Selected as one of a talented team of leaders assembled for the sole purpose of addressing inefficiencies and knowledge management issues and streamlining operations in the wake of rapid growth and heavy M&A activity. Reported to the CIO and the EVP of Corporate Technology Services.

- Designed and developed the guiding concepts for major infrastructure projects including an EIP/intranet, knowledge management solutions, and Lotus Notes customization and integration.
- Functioned as Lead Information Architect for clients including Charles Schwab & Company, Careerpath (now Career Builder), Kewill Systems, and the American Film Institute. Helped Razorfish Los Angeles office generate over US\$ 5M in project fees.
- Assisted in the building of the UX department, interviewed all new hires and managed project activities of junior team members.

ERDMAN & ASSOC., Santa Monica, California • 1998-1999

A boutique web design firm.

Principal

Responsibilities include new business development, design/build of interactive solutions and project management of freelance contractors. Partnered with boutique advertising firms to up-sell clients on online services. Learned about Information Architecture and digital project management through direct experience. Generated over \$100k in business during only year of operation.

THE STARBRIGHT FOUNDATION, Santa Monica, California • 1997-1998

A non-profit technology and entertainment company serving hospitalized children.

Program Manager

Responsibilities included content selection and interface documentation for the world's first broadband (T-1) private network using Cisco video conferencing and game avatars in a 3-D virtual world engineered by US Interactive. Funding provided by Steven Spielberg, Gen. Norman Schwarzkopf and others. Oversaw network launch held in Washington D.C. with President Bill Clinton and noted dignitaries.

OGILVY & MATHER, Santa Monica, California • 1996-1997

International advertising company owned by WPP.

Account Executive

As the primary Account Executive on the Korean Air account I was responsible for the management of all advertising in North American, which included print, television, radio and Internet marketing efforts. I served a support role to the Account Supervisor on both the Mattel and American Express accounts. Gained valuable brand management experience during tenure.

GREEN ARROW GUIDE, San Jose, Costa Rica • 1994-1995

Central America's first Internet tourism magazine.

Jack-of-all-trades

Greenarrow.com was the first Central American Internet magazine to promote eco-tourism in all seven countries. My responsibilities ranged from selling advertising, writing articles and HTML programming. The first browser appeared in 1994 and I was hooked! I traveled through Central America for free writing and programming.

ELECTRONIC SYSTEMS CONSULTANTS, Aspen, Colorado • 1990-1993

The leading U.S. audio/video and home automation firm

Project Manager

As the Project Manager on over twenty-five residential and commercial jobs, I ran the largest audio/video and home automation installations in the United States for its time (no kidding- ask me how). One project entailed a design/build on a 150,000 sf addition. I helped grow the company from four employees in a living room to twelve in a smoking office and annual revenue from US\$ 500k to \$ 6M (while driving an ambulance on the weekends).

EDUCATION

Coursework in Graphic Design

University of California – Los Angeles Extension Program • Los Angeles, California

Coursework in Environmental Architecture

Pratt Institute of Architecture • Brooklyn, New York

Bachelor of Arts Degree in History with Minor in Studio Art

University of Colorado • Boulder, Colorado

Millbrook Preparatory School

High School • Millbrook, New York

SPECIALIZED TRAINING COURSES

Absolute Freedom 1 & 2 (personal communication strategic development) (2008)
Adobe After Effects with Eric Chan and Heather Schatz of Studio ChanSchatz (2006)
Flash as Art and Machine, Joshua Davis Studios (2005)

TECHNICAL SKILLS

Software: Photoshop, Illustrator, InDesign, Dreamweaver, OmniGraffle, Flash, MS Word, MS Excel, Final Cut Pro, Keynote

Hardware: Apple Macintosh, Wireless Network, Ethernet, Legos

Languages: HTML, CSS, Spanglish

AFFILIATIONS

American Institute of Graphic Arts • Interaction Design Association
Visiting Lecturer, Art Center College of Design • Consultant, International Design Conference in Aspen