# ERIC FLETCHER

**Director / Designer / Developer**

Dear Reader,

MY NAME IS ERIC FLETCHER, and for the past 10 years I've organized, designed, and produced worldwide retail marketing campaigns for Microsoft's consumer product division—including the Windows, Surface, Microsoft 365, Xbox, and PC Accessory lines of business.

The breadth and depth of my experience, coupled with a bit of talent, resourcefulness, and a compulsion for learning new things, has given me invaluable perspective and a uniquely rich skill set.

I've modeled in-store Xbox displays for Best Buy, designed and developed interactive rich media banners for Windows, built responsive email templates for Microsoft 365, and designed bespoke marketing kits for social media influencers.

I've organized and directed fashion photoshoots, managed a roster of editorial photographers, and designed the print edition and collateral for a regional luxury magazine.

I've also redesigned and localized high-traffic websites into 26 different languages for as many markets, built an AI image generation program using open-source Stable Diffusion models, and authored a new framework and dev platform for creating infinitely responsive HTML banners.

My wheelhouse is big, but I've also learned the importance of operating within my purview, understanding when taking creative initiative is and isn't appropriate, and enthusiastically seeking out and incorporating client feedback.

I've managed a team as large as 7, and I've produced entire digital campaigns on my own, but I also enjoy contributing to projects in a team setting. I'm an excellent communicator, and I'm not afraid to ask questions! New challenges excite me, and I look forward to learning about yours. ∎

– Eric

# ERIC FLETCHER

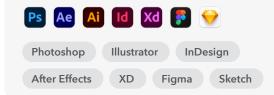**Director / Designer / Developer**

## SUMMARY

Tech native, multidisciplinary designer and developer with extensive experience producing digital ads, emails, social media content, websites, print assets, packaging, 3D renders & composites, and presentations.

Passionate about creating beautiful content and engaging experiences, having delivered high-visibility, cross-discipline projects for more than a decade.

## TOOLSET

### Design

Adobe wizard since 2010. Expert in retouching and compositing, vector illustration, iconography, and layout design.

Photoshop · Illustrator · InDesign · After Effects · XD · Figma · Sketch
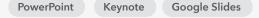
### Print, Publication, Visual Merchandising, and Packaging

Very experienced in designing for print: building dielines, working with spot and process colors, pixel densities, bleeds, overprinting, ink saturation, color spaces, et al.

InDesign · Illustrator · Photoshop · Acrobat

### Presentations

Able to create captivating visual presentations with various media, applying superior communication, typography, and information hierarchy.
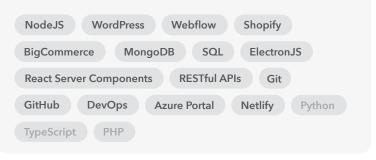
PowerPoint · Keynote · Google Slides

## Front End

Expert with complex SCSS frameworks, static site generation, interactive UX and motion design using JavaScript, CSS, Lottie, and SVG.

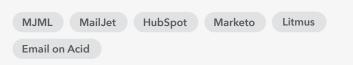HTML5 · CSS · JavaScript · SASS / SCSS · Tailwind · Bootstrap · Vite · Webpack · GSAP · React · Handlebars · Pug · Mustache · MJML · MailJet · HubSpot · Marketo · RESTful APIs · Lottie · Markup · WCAG · Git · GitHub · DevOps · BrowserStack

## CMS and Back End

Proficient with popular CMS frameworks like WordPress and Webflow, and eCommerce platforms like Shopify and BigCommerce.

NodeJS · WordPress · Webflow · Shopify · BigCommerce · MongoDB · SQL · ElectronJS · React Server Components · RESTful APIs · Git · GitHub · DevOps · Azure Portal · Netlify · Python · TypeScript · PHP
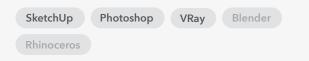
## CRM and Email

Outlook wrangler and email client whisperer for many years. Expert at designing and coding bullet-proof, cross-platform compatible emails and templates using tools like MJML and Litmus.

MJML · MailJet · HubSpot · Marketo · Litmus · Email on Acid

## 3D Modeling and Rendering

Proficient with basic CAD software like SketchUp, as well as advanced rendering engines like VRay. Experienced creating realistic renders and composites of indoor environments, event and tradeshow spaces, fixtures, POP, and product packaging.

SketchUp · Photoshop · VRay · Blender · Rhinoceros

# EXPERIENCE

**Microsoft**  *BirdDog Interactive, Scottsdale, AZ*

### C2C Collaborator / Developer / Designer                                                     Oct 2022 – Present

Cross-discipline marketing campaign production, specializing in front end design and development using innovative production methods. Often working individually, responsible for everything from asset build-outs and QC/QA to project management and client communication.

*Highlights*

Windows / Microsoft 365  —  Back to School Fully-Responsive Banners FY23
Take existing static banners in a limited number of sizes, and generate 36 infinitely-responsive HTML versions for use with an internal localization tool at Microsoft that generated hi-res static versions on demand. Deliverables were responsive to any size or shape, and layouts were meticulously matched to provided creative when possible. Created a novel SCSS framework and development platform for rapid iteration, QA and visualization of translated copy strings in each possible size and aspect ratio. Working individually, successfully completed project in ~4 weeks. *See the 'Work' section at the end for a demo.*

MSN – Landing Page Redesign & Localization FY24
Redesigned existing *Creator* and *Publisher* sign-up pages and associated web forms. Using provided translations, built each page in 24 languages and published them to a Wordpress CMS using the REST API. Deliverables were built with a custom static site generator using Vite and Handlebars in NodeJS, including a custom script for ingesting translated copy strings from a provided XLSX document. Liaised with 3 separate international dev teams, and successfully completed project on-time and on-budget.

### Creative Director, Lead Designer                                                     Dec 2018 – Oct 2022

Supervised a cross-discipline team of designers, animators, and project managers while producing upstream assets / guidance for international marketing campaigns in the retail channel. Projects were typically high-volume and consisted of print assets with 3D rendering & visualization, digital landing page & PDP toolkits, display ads, emails, and social media content.

*Highlights*

Surface / Windows / Microsoft 365  —  Back to School Campaigns FY20
Managed the complexities of 3 simultaneous global marketing campaigns during a global pandemic, and seamlessly adapted the team to a novel WFH process. In addition to a long list of existing responsibilities, served as IT support and managed migration to a cloud-based data solution that kept the team connected and collaborating successfully.

### Multimedia Designer                                                     Jun 2015 – Dec 2018

Responsibilities included 2D and 3D design, photo retouching & compositing, dieline engineering, presentation design, video editing and animation, visual merchandising, digital asset toolkits, et al.

**Arizona Foothills Magazine**  *Scottsdale, AZ*

### Creative Director, Production Manager, Lead Designer                                                     2013 – 2014

Organized and directed fashion photoshoots (e.g. stylists, photographers, models, locations), designed magazine layouts and ads, oversaw print production, designed social media content and sales materials, managed and directed a team of editorial photographers.

# WORK

| PROJECT | Windows Intel Fully-Responsive Banners (2023) | BANNER AD |
|---|---|---|
| ROLE | Developer, Designer | |
| URL | https://ericfletcher.io/raf_9W11dw9 | |
| NOTES | This is one of several banners created for this project. Made for use with an internal localization tool at Microsoft that generates hi-res static versions on demand (so bundle size not important). Responsive to any size or shape, so long as the logo size is brand-compliant. Layouts meticulously matched to provided creative where possible. | |

| PROJECT | Windows AMD Co-Marketing Retail Campaign (2020) | CAMPAIGN |
|---|---|---|
| ROLE | Creative Director, Designer, Production Manager | |
| URL | https://ericfletcher.io/amd_vse5Dw3g        PW:        XK4eg2-TeaXv_s9 | |
| NOTES | A low-cost campaign asset toolkit for retailers to promote and merchandise OEM computers with AMD Ryzen chips. Creative developed using current Windows branding and copy provided by the AMD team. Deliverables were required to be OEM- and retailer-agnostic, and were built to be updated and customized downstream by different localization teams and retailers. | |

| PROJECT | Arizona Foothills Magazine (Selects / 2013-14) | PUBLICATION |
|---|---|---|
| ROLE | Creative Director, Designer, Production Manager | |
| URL | https://ericfletcher.io/azf_5sgjuy0z        PW:        XK4eg2-TeaXv_s9 | |
| NOTES | Created early on in my career, these are examples of some of the work I did as Creative Director at AZ Foothills, and they show off my skills in layout design, as well as my then burgeoning ability to delegate and manage creative projects, direct photo shoots, and liaise with external partners (advertisers in this case). | |

| PROJECT | Surface Worldwide / Best Buy Refresh / Visual Merchandising (2021) | PRINT / 3D |
|---|---|---|
| ROLE | Creative Director, Designer, 3D Modeling / Rendering | |
| URL | https://ericfletcher.io/svm_d0jXpsV5        PW:        CaXhK_i5Pq4YY7_ | |
| NOTES | Supervised a team of 4 designers; Responsible for leading reviews, maintaining brand consistency and QA, retouching provided hero assets as needed for use in various formats, rendering in-store fixtures with updated graphics, et al. | |

| PROJECT | The BirdDog Interactive Website (2021) | WEBSITE |
|---|---|---|
| ROLE | Designer, Developer | |
| URL | https://birddoginteractive.com | |
| NOTES | Concepting, design, and development work done individually (with the exception of some copywriting and a wireframe produced by a talented colleague). Site is built in vanilla HTML/CSS and hosted on a PHP/Apache server. | |

| PROJECT | FLETCH Awareness Email Campaign (2025) | EMAIL |
|---|---|---|
| ROLE | Designer, Developer | |
| URL | https://ericfletcher.io/crm_k0J2A0h | |
| NOTES | Concepting, design, copywriting, and development work done individually. Created with photoshop and the MJML node library. | |