

## ERIC MATHIAS

design@ericmathias.com

916-835-6170

## EXPERIENCE

### NPG

#### Creative Director

Jan. 1990 – Present

**Contact:** Grace Hina Roberts, Communications and Media, Chief of Industrial Design

grace@nationalpeoplesgang.com, 424-233-0098, 8306 Wilshire Blvd., Ste. 1201, Beverly Hills, CA 90211

Creative director overseeing large creative teams in conjunction with outside brand, marketing, creative agency and production firms. For over 20 years, executive director and chief financial officer of this award-winning multimedia freelance design collective focusing on print, branding, media, identity, interactive, motion, and trade show design services. Clients include TMG International, Jaguar Motors, AT&T, Levitt Foundation, Folio Society, and PBS. On behalf of clients, NPG has implemented and overseen, from concept-to-production, international marketing and brand campaigns; strategized across media and advocated publicly on complex web-based and print projects; provided social media branding and messaging tying together marketing and branding with designs and products (work includes industrial, experiential, environmental, graphic, video and interactive media to complex web-based content work). At NPG, particular attention is paid to public outreach efforts on environmental, health, LGBTQ, justice, and community events that promote social consciousness and social action.

### Otis College of Art and Design

#### Senior Digital and Graphic Design Instructor

Dec. 2016 – Present

**Contact:** Kathleen Milnes, Vice Chair, Digital Design Department

kmilnes@otis.edu, 310-665-6800, 9045 Lincoln Boulevard, Los Angeles, CA 90045

Senior instructor and lecturer of college-level design students in the exploration of advanced storytelling, motion-based, and typographic treatments for video, television, and film. This intensive studio course teaches best practices for use of type and story in motion design while exploring relationships between type, audio, and video in the broadcast television and streaming sphere. In the role of public speaker, students and the public explore highly complex and comprehensive (but concise) information on postmodernist design aesthetics and history, while gaining life skills that steward good (and creative) citizens.

### California State University

#### Senior Art Director and Designer

Dec. 2012 – Nov. 2017

**Contact:** Pamela Hollis, Executive Director of Finance and Administration, University Advancement, CSU Chico

pchollis@csuchico.edu, 530-898-3402, 114 Kendall Hall, Chico, CA 95929

As a civil servant working on behalf of the state, functioned as lead art director for designers and developers, and as interactive guru overseeing all in-house marketing, media, events, and communications. Working in design studios, oversaw implementation (from concept to production) for both web and print design solutions, branding, direct marketing efforts, and events. In addition, acted as interactive marketing manager, director, designer, and consultant for the California State University at Chico, the Del Mar Fairgrounds in Del Mar, and (concomitantly) the San Diego County Fair, including all attractions, events, and web properties. Provided direct video, motion, and environmental design services.

## EDUCATION

### Brandeis University

#### Master of Science

#### Instructional Design and Learning Experience

Waltham, Massachusetts

Aug. 2020 – Present

### Art Center College of Design

#### Bachelor of Fine Arts

#### Transmedia Design (Multimedia Design, Branding, Marketing, Leadership)

Pasadena, California

Aug. 2007 – Dec. 2010

### Tama Art University

#### Bachelor of Arts

#### Communication and Media Design; Fine Arts

Hachioji, Tokyo, Japan

Aug. 2009 – Dec. 2010

### City College

#### Associate of Science

#### Communication Design

Sacramento, California

Aug. 2005 – Aug. 2007

## CONTACT

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