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### PERSONAL PROFILE

Eric Helmin is an award-winning art director who boldly activates brands and institutions for 21st century audiences. As a multi-disciplined creator, he inspires wonder across industries through world-class research, imaginative prototyping, and agile execution. A collaborative problem-solver, Eric enjoys navigating complex design challenges and guiding others through strategically-crafted solutions.

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### EXPERIENCE

2022–Present **Associate Creative Director, Senior Designer**

Best Buy | Richfield, Minnesota

Leads the creation and execution of Best Buy's brand standards across all touchpoints in the organization. In charge of creating identities, style guides and photography which lead the brand and drive the business. Active participant in the evolution of the company's brand architecture and design systems, collaborating with senior leadership, marketing, sales, and legal departments. Responsible to curate, maintain, and evolve the visual storytelling, design vernacular, and photography style across multiple channels, from broadcast to social media, dotcom to in-store.

- Verbally illustrates, rationalizes, and presents design effectively and efficiently.
- Follows design community closely and maintains strong connections to trends, tendencies, and technology.
- Utilizes market forecasts and insights to shape style guidelines which expand consumer product awareness across targeted demographics.

2021–2022 **Head of Brand**

2018–2021 **Senior Graphic Designer**

2014–2018 **Graphic Designer**

Minneapolis Institute of Art | Minneapolis, Minnesota

Creative supervisor and head designer in charge of championing the Museum's mission across multi-channel marketing campaigns, style guide publishings, and world-class art exhibitions.

- Maintained the institution's iconic identity and voice through cohesive and consistent 3D, 2D, photo, and motion design solutions. Lead team of graphic designers, photographers, brand narrators, editors, web developers, etc.
- Spearheaded innovative spatial initiatives through comprehensive evaluation, cross-department ideation, and fail-safe previsualization.

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- Enthusiastically collaborated across matrixed divisions to optimize production efficiency, ensuring budgets and schedules were consistently maintained.
- Strategically implemented an ambitious yet methodical design management approach to exceed institutional expectations, resulting in the breaking of historic museum attendance and membership records.

Notable Exhibitions/Campaigns:

***Van Gogh and the Olive Groves* 2022, *The Object Podcast* 2019, *Egypt's Sunken Cities* 2018, *Guillermo del Toro: At Home with Monsters* 2017, *Martin Luther: Art and the Reformation* 2016, *Mia Rebrand* 2015, *Leonardo da Vinci, the Codex Leicester, and the Creative Mind* 2015**

2008–2014

## **Lead Graphic Designer**

Major Motion Picture Productions | New York, New York

On-set lead graphic art director for award-winning major motion pictures run by the most demanding and celebrated auteurs working in cinema, from Wes Anderson to the Coen Brothers.

- Administered research and design solutions for a variety of production and storytelling needs, fabricating immersive worlds from scratch.
- Collaborated with specialists internally across production departments and externally across a network of tri-state fabricators, contractors, and vendors.
- Managed complex priorities and stakeholder expectations across shifting budget, narrative, and location logistics.

Notable Credits/Awards:

***Birdman or (The Unexpected Virtue of Ignorance)***: Winner 2015 Academy Awards, Best Motion Picture of the Year | Winner 2015 Art Directors Guild, Excellence in Production Design  
***The Knick***: Winner 2014 Primetime Emmy Awards, Outstanding Production Design for a Narrative Period Program | Nominee 2014 Art Directors Guild, Excellence in Production Design  
***Inside Llewyn Davis***: Nominee 2014 Art Directors Guild, Excellence in Production Design  
***Mildred Pierce***: Winner 2011 Primetime Emmy Awards, Outstanding Art Direction for a Miniseries or Movie  
***A Serious Man***: Nominee 2010 Academy Awards, Best Motion Picture of the Year | Nominee 2010 Art Directors Guild, Excellence in Production Design

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## EDUCATION

2005–2009

### **Bachelor of Fine Arts, Web and Multimedia Design**

Minneapolis College of Art and Design | Minneapolis, Minnesota

GPA 3.98

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## SKILLS AND PROFICIENCIES

**Adobe InDesign, Adobe Photoshop, Adobe Illustrator, Adobe Lightroom, Adobe After Effects, Adobe Dreamweaver, Adobe Acrobat, Font Explorer Pro, Unity 3D, Unreal Engine, Blender 3D, Maya 3D, SketchUp, Autodesk Revit, Asana, Google Docs/Microsoft Word, Google Sheets/Microsoft Excel**