

ERIK BALAY | CRESSKILL, NJ | 07626 | (201) 906-9733 | erikbalay@gmail.com

EXPERIENCE

Senior Power Point Designer for Decisionquest

September 2015 – November 2017

- Senior Power Point designer.
- Research, develop and design courtroom trial presentations for various law firms.
- Cases researched and developed: pharmaceutical, finance and banking, government, agricultural, power utilities.

Design and Marketing for Tenafly Bicycle Workshop

September 2014 – Present

- Spearhead and direct buyout of previous owners.
- Develop new shop concept, rebranding, product design and marketing initiatives both on and off line.
- Continue to develop new services that grow and strengthen the Bicycle Workshop experience and brand.

Balay Design (Freelance)

September 2011 – Present

Clients: Verizon, T-Mobile, PopDust Media, Hope for Henry Foundation, ACTA Wireless, Glebar Precision Grinding, Millennial Media, Iron World, LF&L Law, College Summit, Seismic CRM, ESM Nation, Tenafly Bicycle Workshop, Pearl DTV Communications, Dyle Mobile TV, Open Mobile Video Coalition, Children's National, MedStar Georgetown University Hospital, Jeff Gordon Children's Foundation.

Executive Presentation Development for Verizon

February – May 2012 (contract)

- Lead design and production for executive Verizon presentations / international web casts.

Creative Director at Hazen and Sawyer

May 1999 - September 2011

My role at Hazen and Sawyer was to provide and maintain a highly accurate level of information design that not only represented both the H&S philosophy and long history of performance but also consistently win new contracts. Accomplishments include:

- Create, develop and maintain corporate brand / brand strategies.
- Design and manage production of all proposal documents, presentations, 2D/3D animation, brochures, convention booths / signage, competition panels, 3D visual impact studies, video, audio, and all advertising.
- Restructure and design company web site: Define UX through wireframe creation, test and monitor site performance, usability test design and feedback, outline website functionality.
- Introduce 3D simulations for project management, design logistics and final product implementation.
- Initiate and direct transition from print to user interactive presentations.
- Oversee all project / event / aerial photography.
- Restructure and manage Graphics Department.

Designer for Max Lelli Bikes

July – September 2010

- Teamed with Max Lelli designers in Milan, Italy to develop Inter-Bike product catalog, direct mail brochure, stickers, business cards, web site, accessories, packaging and apparel.
- Collaborated with Max Lelli and Colnago frame designers to design new Vipera race frame graphics and team kit.

Director of Multimedia Development at GFTA Analytics / Germany

June 1998 - August 1998

- Compile team of interactive programmers and designers for a multi-billion global investment company.
- Directed, designed and delivered interactive applications to launch GFTA's investment products and services to over 10 countries.

Principal Interface Designer at Burton Design Consultants

August 1995 - August 1998

- Concept and completion of (2D and 3D) interactive software used for training executive personnel within the global financial industry, clients include Citibank and Deutsche Bank.
- Design and produce all story boards, video, audio, animation, print, 3D models, and UX.

Assistant Sculptor in Residence at St. John the Devine Cathedral NYC

1986-1991

- Created and restored bronze / stone sculptor and monuments

EDUCATION

New York University / Fine Art, Media Design

Columbia University / Fine Art, Psychology

SKILLS

PC and MAC // Adobe CS (Photoshop, Illustrator, Indesign, After Effects, Premier), Microsoft Office (Expert in Power Point), 3D Viz/Max, Sketchup, **Corel Draw**, Adobe Acrobat. User Interface design, print advertising, 3D collateral pieces, outdoor advertising, signage, brochures, promotional kits, premium items, structural display, packaging, graphics.