



Erick “CK” Fletes

CREATIVE DIRECTION + INNOVATIVE DESIGN LEADERSHIP

LINKEDIN.com/in/erickfletes EMAIL: hello@ckny.xyz PORTFOLIO: ckny.xyz PHONE: 917.455.2731

By The Numbers

- Rapidly **Tripled (3x'ed)** brand's follower count on social media
- Spearheaded design efforts that nearly doubled (**2x'ed**) paid subscriptions
- Led creative solutions for iconic, globally recognized brands (Liverpool FC: **45 million** followers on IG)
- Earned **multiple awards** for transforming complex scientific publication into innovative + accessible content
- Ideated and deployed creative to raise **£280,000 (~\$353,000)** in just a few days for a Liverpool FC Foundation

Executive Summary

Award-winning dot connector. Bilingual + cross-culturally competent **Creative Director x Art Director x Design Leader** with proven ability to **align** disparate (technical + creative + business) stakeholders along a **cohesive** creative vision. **Globally-minded** and internationally experienced creative problem solver. **AI-informed** multi-media designer who excels at harnessing **disruptive + transformative technologies** and integrating the **big picture** with the granular yet critical **'minutiae'**: content and task / resource management, **budgeting**, and OKRs. **Versatile success** across both **B2B and B2C marketing**, art direction and design. Seasoned people leader, lifelong learner, and people-first coach who excels at fostering meaningful collaborations with photographers, type designers, culinary artists, motion designers, and more. **Multi-industry breadth:** editorial/publication, health, marketing, and agency experience.

Experience + Impact

Serotonin | VP of Design | serotonin.co | April 2021 - November 2023

Led the design and creative initiatives, overseeing both the in-house Serotonin brand and clients' projects. Key responsibilities included leading and cultivating the growth of the design team, ensuring exceptional quality in every project while adhering to ambitious timelines and budget constraints. Implemented systematic approaches for design processes and content/asset management, creating an efficient and sustainable workflow by leveraging cutting-edge design tools. Diverse projects encompassed websites, branding, out-of-home (OOH) and digital marketing campaigns, social media efforts, event design, and notably, the successful + innovative launch of a European football league, Liverpool Football Club's digital membership platform. See numbers above.

Elysium Health | Senior Art Director | Creative Director | elysiumhealth.com | April 2017 - March 2020

Elevated the visual identity of the health and science company. Drove success across diverse project portfolio, including out-of-home, digital, and editorial print, in addition to the development of meticulously conceived marketing campaigns within our creative team. In a managerial capacity, played a pivotal role in nurturing the growth and development of several art directors and junior creative team members. These initiatives were strategically driven by a synergy of marketing Key Performance Indicators (KPIs) and Objectives and Key Results (OKRs), carefully aligned with Elysium Health's brand objectives.



Medium | Freelance Art Director | medium.com | November 2015 - August 2016

Assumed the role of Art Director and Designer for prominent digital-only editorial platform and internal publications such as Bright, The Development Set, and Backchannel (pre-Wired acquisition). Oversaw the artistic direction and design elements of these publications, including commissioning of artwork to accompany the featured stories. Actively collaborated with the engineering team, offering insights and recommendations to enhance the overall user experience on Medium.com.

The Huffington Post | Freelance Creative Director | huffpost.highline.com | March 2015 - June 2015

Entrusted with the role of Creative Director for their long-form journalism platform, The Highline. Collaborated closely with editors to conceptualize and implement key brand elements for The Highline, including typography, color schemes, artistic direction, logo design, and digital architecture. Played integral role in cross-functional partnerships, working closely with Code & Theory and the AOL engineering team to develop and implement user experience (UX) and user interface (UI) systems. These efforts culminated in the successful launch of our inaugural long-form article on 05.07.2015.

The New Republic | Interim Creative Director | Art Director | tnr.com | October 2012 - February 2015

Partnered with the Creative Director, playing a pivotal role in the comprehensive redesign and transformation of the century-old magazine and its website. Assumed additional responsibility for designing the digital tablet experience in collaboration with the Creative Director and third-party engineers, ensuring a seamless transition from the print version to the digital platform for each bi-weekly issue. In a leadership capacity, effectively managed an Art Director, a Designer, and the Production Team, implementing streamlined processes for the magazine's production and digital properties. (Later promoted to Creative Director)

Newsweek | Graphic Designer | 2012

Wired | Graphic Designer | 2010 - 2012

Software / Technical

Figma • Adobe XD • Photoshop • InDesign • Illustrator • Acrobat • After Effects • Lightroom • Logic Pro • HTML, FTP, CMS • Microsoft Office • Photography + Illustration • Keynote • Sketch • Lingo • Asana • Cinema 4D • Spline • Midjourney + other AI tools • Digital + Film Photography

Education

The Art Institute of California - San Francisco, CA

Bachelor of Science - Graphic Design 2010

Awards & Recognition

Society of Publication Design | Silver Medal: 2017 Original photography, feature profile, non-celebrity • Silver Medal: The New Republic Redesign • Silver Medal: Design: Section (from multiple issues), Cyclorama • Gold Medal: Native Apps: Video Series, Ampersand Tablet Video Series • Gold Medal: Newsweek, Best Weekly App 2013

The Type Directors Club | Award of Typographic Excellence - Ampersand Series 2013/2014

British Design & Art Direction | Pencil Slice - The New Republic 2012 Redesign

International Motion Awards | Ampersand tablet video by Jessica Walsh (Sagmeister and Walsh)

Communication Arts 2015 Typography Award of Excellence | & (ampersand) Film by THERE IS (Sean Freeman)

Communication Arts 2018 Illustration Award of Excellence | Elysium Health Endpoints / Señor Salme

AIGA | Former Member + (Informal) Mentor to junior creatives