

Eric Medine

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Creative Producer & Technologist with more than fifteen years experience developing events, programs, installations, and creative technology projects for startups and industries such as fintech, medtech, entertainment, automotive, and gaming.

Expert in program development, creative production, stakeholder management, interactive experiences, and visual storytelling.

EXPERIENCE

Creative Producer - Commercial Events

MotionLab.Berlin, Berlin, March 2024 - present

- Built a catalog of workshops, technical demonstrations, and educational events centered around prototyping, digital fabrication, entrepreneurship, and innovation.
- Managed a €160k–€210k annual commercial events portfolio spanning conferences, startup programs, hackathons, workshops, and public-facing innovation events.
- Recruited instructors and industry experts, creating curriculum, pricing models, sales collateral, and delivery frameworks for a growing catalog of educational programs.
- Designed internal automation, quoting, and reporting systems to support event sales, planning, and execution.

Creative Director - Freelance

TenTon Raygun, Berlin/Los Angeles, May 2023 - March-2024

- Designed a comprehensive brand book and style guide for FST5 with a focus on accessibility and ADA compliance for both digital and print assets.
- Directed the development of the "FST5/Frontline Strong" web portal, providing mental health resources for over 900,000+ first responders in Michigan.
- Concept, design and production for video e-learning content.

Art Director

Starberry Games, Berlin, Feb 2022 - Dec 2023

- Managed design, animation, and copy teams to produce in-game marketing assets, increasing user retention by 12% year-over-year.
- Concept and design for social media marketing campaigns, resulting in a 41% increase in click-through rates over six months.
- Established visual direction for ad units, driving brand consistency across digital and social platforms.

Art Director

Vivid Vision, San Francisco, Sep 2016 - Mar 2022

- Designed and produced social media campaigns, video spots, print and out-of-home ad units, and landing pages that grew the customer base by 4000% in five years.
- Developed and implemented a comprehensive brand book and style guide across print, broadcast, and digital media.
- Managed the remote art production team to create motion graphics, print materials, and video assets.

SKILLS

Program & Production

Program Development, Experiential Production, Curriculum Design, Workshop Facilitation, Exhibition Design, Installation Production, Live Event Production, Community Building, Partnership Development

Creative

Creative Direction, Creative Technology, Motion Graphics, UX/UI, Strategic Storytelling, Strong Communication and Presentation Skills

Technical

JS, Processing/ ProcessingJS, React, Ionic, C#, HTML/CSS, PHP, JAVA, MySQL, Python

Software & Tools

Adobe Creative Suite (Photoshop, Illustrator, After Effects, Premiere), Figma, Blender, Unity, Unreal, 3DMax, TouchDesigner, MadMapper, Resolume Arena, Webflow, Notion, Asana, Jira.

EDUCATION

Master of Fine Arts (M.F.A.) - Design

Otis School of Art and Design, Los Angeles

Bachelor of Fine Arts (B.F.A.) - Painting

School of the Art Institute of Chicago, Chicago

HONORS & AWARDS

First Place Live Mapping Competition

2021

Live Performers Meeting Italy

Founders Fund Award

2014

SOS Ventures

Otis Named Art Grant

2006

Otis School of Art and Design

ONGOING PROJECTS

Founder & Curator, AVJam Berlin

2023-present

Produce and curate a monthly audiovisual performance series connecting Berlin's visual music, creative technology, and experimental arts communities.

Manage artist recruitment, programming, marketing, technical production, and audience development.