

ERICH RIGONAN



H-N-Z.COM

ERICH@H-N-Z.COM

(647) 628 9266

With over 16 years of dedicated experience in sports design, art direction, and brand strategy, I bring a deep understanding of the intersection between athletics and visual aesthetics. Specializing in crafting impactful narratives through data-driven brand strategies, my focus is on translating the essence of sports into visually compelling designs. As a seasoned visual storyteller, I excel in articulating captivating stories that resonate specifically within the realm of sports, leveraging my refined taste and strategic approach to create lasting impressions.

EXPERTISE

- Creative Direction
- Art Direction
- Talent Acquisition
- Project Management
- Brand Development
- Trend Analysis
- Critical Thinking
- Leadership

ACCOMPLISHMENTS

Polaris Music Prize — Album Of The Year Finalist

Junia-T "Studio Monk" Album / 2020

Kim's Convenience (CBC/Netflix) — Sync Placement

Junia-T — Season 1 Episode 11 "Handyman" / 2016

The Junos Awards — Rap Recording Of The Year

Naturally Born Strangers "NBS" Album / 2015

Cineplex Odeon Theatres — Sync Placement

WILDE — Canon G-Series Nationwide Commercial / 2015

VOLUNTEER EXPERIENCE

Music Management Guest Speaker

Music Program at St. Edmund Campion SS / 2017

Graphic Design Mentor

Creative Arts Program at The Remix Project / 2011

RELEVANT WORK EXPERIENCE

Creative Director + Graphic Designer

OCT 2006 - PRESENT | H-N-Z

- Creative ambassador managing large-scale initiatives, delivering high-quality creative content across various channels such as video, print, radio, digital, web, social, email, all while adhering to set budgets and timelines, and maintaining an unwavering focus on detail.
- Conducted a comprehensive analysis of creative workflow processes, identifying gaps and implementing effective plans to enhance creative output.
- **Notable clients;** Toronto Blue Jays, Atiba Hutchinson, Drake, Jesse Jones (Bachelor In Paradise), 2019 Effie Awards, Mosaic Marketing, Matter Unlimited Creative Agency (NYC), and MAV Beauty Brands.

Graphic Design Instructor

APR 2018 - PRESENT | THE REMIX PROJECT

- Nurtured the professional development and growth of students by providing mentorship and creating an environment for growth and education.
- **Notable Alumni;** Adel 'Future' Nur [OVO], Noah '40' Shebib [OVO], and Jessie Reyez [Island Records].

Creative Director + Management

JAN 2014 - FEB 2018 | CONTRE-JOUR

- Defined the company's vision, building a cohesive team, and establishing a culture of creativity.
- Developed and implemented a range of innovative marketing and product strategies, fostering collaboration between creative, fan experience, and streaming services.
- Proactively identified and pursued new licensing opportunities for television, radio, and film, successfully leading negotiations and securing new deals. Managed and maintained positive relationships with existing licensees to ensure ongoing success.
- **Notable clients;** Top Dawg Entertainment, Isaiah Rashad, Interscope Records, Fool's Gold Records, Netflix, CBC, Cineplex Odeon, Canon, and Converse

Sr Art Director

JAN 2010 - JUN 2013 | UNKNOWN COLLECTIVE

- Orchestrated and brought to fruition large-scale initiatives, delivering exceptional, thought-provoking brand identity across a diverse range of channels, from video, print, digital, web, and social.
- Fostered a collaborative and unified approach among external vendors and cross-functional teams, maintaining consistent adherence to brand voice and exceptionally high standards of quality throughout every project.
- **Notable clients;** Timberland, BlackBerry, PROJECT Fashion Events, Marcus Troy, and Andre Iguodala