

# EDDIE CUNHA

## ABOUT

Strategy-driven Senior Art Director, experienced in lifestyle and pharmaceutical brands, who champions a multidisciplinary design approach to visual storytelling.

## EXPERIENCE

### NMBL | SENIOR ART DIRECTOR | 2022-PRESENT

- Developed Nespresso's brand partnership campaigns from concept, key visual execution, to launch activations.
- Led conceptual design development and execution for Nespresso's retail windows and in-store displays across all US regional stores.
- Created marketing assets that maintained design cohesiveness and consistency across all customer touchpoints.

### PELOTON | SENIOR DESIGNER & ART DIRECTION | 2018-2022

- Spearheaded creative concepts for integrated retention campaigns, crafting advertising solutions from onset to final launch activations.
- Demonstrated leadership by guiding concepts through production, collaborating seamlessly with product design, brand, producers, and project team managers to deliver polished final products on time and within scope.
- Worked closely with the brand marketing teams, gaining deep insights into their needs and translating them into actionable creative directions that resonated with target audiences—notably reflected in [Peloton X Beyonce](#) & [Peloton's Homecoming](#).
- Played a pivotal role in establishing key visual identities for advertisements across diverse channels, including organic and paid social, email, and landing pages, resulting in increased brand visibility and engagement.
- Championed contemporary design principles, seamlessly blending artistic styles with UX/UI functions and motion to elevate the visual and experiential aspects of advertising communications.
- Continuously evolved advertising communications to enhance retention marketing performance, contributing to a cohesive visual ecosystem of "Program" and "Collections" content.
- Presented creative concepts to cross-functional teams in a clear and compelling manner, effectively communicating the vision and rationale behind each campaign, fostering collaboration and buy-in across stakeholders.

### HAVAS TONIC | SENIOR ART DIRECTOR | 2009-2018

- Implemented strategic art direction to create a visual brand ecosystem for ViiV Healthcare's unbranded HIV campaigns, significantly boosting awareness and engagement across paid social, email, and online resources.
- Implemented design systems to address Important Safety Information (ISI) gaps, balancing visual direction between brand and FDA requirements for clear compliance across all digital and print outputs.
- Collaborated seamlessly with cross-functional teams, ensuring a cohesive and unified approach to creative concepts for top-tier brands, including The Hershey Company, Bayer, and GlaxoSmithKline.
- Developed pitch concepts and executed designs, presenting them to clients.
- Took on the responsibility of driving projects with supervision, simultaneously mentoring junior team members to enhance overall team morale and capabilities.
- Maintained accountability for project design deliverables across different departments and channels, managing the quality of all design deliverables.

## AREAS OF EXPERTISE

- Brand Partnerships
- Conceptual Design
- Integrated Campaigns
- Leadership & Collaboration
- Visual Ideation & Identity
- Design Systems
- UX & Product Design

## TECH

- Figma
- Sketch
- Adobe Creative Suite
- Adobe XD
- Canva

## EDUCATION

- Maryland Institute College of Art
  - BA in Editorial Illustration
  - MA in Art & Education

## AWARDS & RECOGNITION

- HAVAS All-Star Award
- HAVAS Tonic Peer Recognition Highlight
- *Webby Team Award*

## CONTACT INFO

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