

Erik Sonlin

CREATIVE DIRECTION · UX/UI DESIGN

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PROFILE

As a Creative Director with 20+ years in digital marketing and product design, I lead transformative creative strategies. By harnessing insights, I design engaging experiences that resonate with users at pivotal moments, driving meaningful connections and impact.

EXPERIENCE

Cognizant Moment

Associate Design Director
2014-Present

I drive digital transformation by creating impactful, user-focused experiences. As a leader of UX/UI Product Designers within a research-driven design practice, I focus on:

- Designing brand experiences that foster trust and emotional connections with users
- Mentoring creative teams, inspiring exceptional outcomes across diverse client portfolios, and enhancing collaboration with multidisciplinary partners
- Cultivating strong client relationships by delivering compelling presentations and pitches
- Running user experience workshops to unearth player needs and desires, ensuring the digital experience is built on a foundation of empathy and data

Cadient Group

Associate Design Director
2003-2014

I led and collaborated with a team of UI and UX designers, motion designers, copywriters, and strategists at a specialized life science marketing agency serving some of the world's largest pharmaceutical companies. My responsibilities included:

- Translated and maximized client brand visions into impactful digital experiences, including marketing websites, interactive visual aids (IVAs), convention activations, advertising, and promotional assets
- Developed and delivered persuasive client presentations that drove engagement and results

TEKsystems / Pfizer

Design Consultant
2001-2003

Contracted on-site at Pfizer to design brand websites for hemophilia and injectable antibacterial products.

- Successfully partnered with a developer to replace two separate digital agencies, delivering substantial cost savings and streamlined solutions for Pfizer's brand teams

CDNOW.com

Creative Director
1998-2001

Began my digital career with the industry's leading online music and movie retailer.

- Directed the overall creative strategy for the website, promotions, and online/offline advertising campaigns
- Managed a team of UI designers, collaborating with UX designers, writers, and product owners
- Delivered innovative creative solutions that significantly increased sales and revenue

Disc Makers

Senior Designer
1993-1998

My creative career began in music packaging and promotional design.

- Leading design of CD and cassette packaging, as well as promotional materials, for diverse independent musical artists and record labels
- Overseeing film output and ensuring files were print-ready, maintaining the highest production standards

HIGHLIGHTS

- Directed the largest website transformation for Cognizant Moment, delivering a celebrated case study that showcased innovation and measurable impact
- Successfully pitched and secured smaller projects that evolved into multi-year, multi-million dollar cornerstone engagements, driving significant growth for the agency
- Pioneered the pharmaceutical industry's first set of 6-second branded YouTube commercials, setting a new standard for impactful, concise advertising

EDUCATION + SKILLS

Tyler School of Art BFA, Graphic Design 1993

- Creative Leadership
- Design Thinking
- UX Workshops
- Human-Centered UX/UI Design
- Figma Prototyping
- Adobe Creative Suite
- Motion
- Gen AI Prompting
- Digital Media Production
- WCAG Accessibility