

Erik Arildsson

Motion / Brand / AI-Driven Production

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EXPERIENCE

ZipRecruiter Sep 2015 – Present
Senior Designer · Los Angeles

- Designed product animations and motion systems for every national TV campaign since 2016, translating complex hiring UI into broadcast-ready visuals across ZipRecruiter's employer and job seeker spots.
- Led motion design for high-profile brand partnerships including Marvel Ant-Man, Star Wars Andor, Minions, UFC, and Tom Brady integrations across broadcast and digital.
- Designed ZipRecruiter's marketing site redesign across employer and job seeker experiences, translating agency creative direction into shipped, on-brand pages in partnership with a copywriter.
- Designed campaign and promotional landing pages, microsites, and product modals across marketing and product surfaces.
- Produced video and motion assets across broadcast, streaming, app store, OOH, and paid digital, adapting work to the specs and context of each placement.
- Developed an AI-assisted production workflow using Midjourney, Runway, and ElevenLabs, generating 50+ ad variations across multiple verticals in a single production cycle and increasing output 5x with no additional headcount. AI-generated formats outperformed traditional production on cost per free trial.
- Pioneered AI workflow adoption across the creative team through internal education and executive presentations that secured tool approvals and reshaped brief standards.

Work Club / Havas Worldwide 2011–2012, 2014
Design Intern · London / New York

- Contributed to campaign concepts, motion assets, digital campaigns, social assets, and pitch work across major brand launches.

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SKILLS

Motion & Production	After Effects, motion graphics, motion design, UI animation, product motion, broadcast-ready video
AI Tools	Claude Code, Midjourney, Runway, ElevenLabs, Google Veo
Brand & Design	Brand identity, design systems, art direction, layout, illustration, concept development
Web & Product	Web design, landing pages, product UI graphics, dashboard design, microsites
Print & Events	Direct mail, event and booth design, signage, print design
Performance Creative	Paid social, Meta performance creative, campaign strategy, creative testing
Tools	Figma, Adobe Creative Suite (Illustrator, Photoshop, Premiere)
Languages	English (fluent), Swedish (native)

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EDUCATION

Academy of Art University, San Francisco, BFA, Web Design and New Media 2013–2015
Berghs School of Communication, Stockholm, Berghs Bachelor Program 2012
Hyper Island, Stockholm, Diploma in Digital Media 2010–2012