

Eric P. Rhodes

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Fields of Study

Labor and Employment Relations, Organizational Change Management, Work Organization and Management, Emotional Literacy, Emotional Vocabulary, Metaverse and its related technologies (Web3, NFTs, AI, blockchain, and crypto), Art History, and Visual Arts.

Works in Progress

“Visualizing Emotions” [ongoing artistic inquiry] - Developing tools and frameworks to map and express emotional experiences through design.

“Emotional Cartographies: Visualizing the Inner Self” [workshop series in development] - Creating a participatory program where individuals design personal emotional maps using artistic media and design tools.

Future Projects

“Improving Emotional Literacy Through Art” [book-length project] - A practical and theoretical exploration of how visual design principles and creative practices can enhance emotional intelligence in personal growth, leadership, and workplace dynamics.

"Design Thinking for Labor Studies" [graduate-level special topics course] - A course designed to teach labor and organizational studies students applied design thinking methodologies for solving complex problems in workplace systems and labor relations.

Education

M.L.E.R RUTGERS UNIVERSITY, School of Management and Labor Relations (2025)
Concentration: Leadership and Organizational Change
Awards: Dean’s Scholarship Recipient, Spring 2025

B.S. RUTGERS UNIVERSITY, School of Management and Labor Relations (2024)
Major: Labor and Employment Relations
Extended Studies: Visual Arts at Mason Gross School of the Arts
Additional Courses: (Seton Hall University) Drawing in Color, Watercolor
Honors: Summa Cum Laude

A.S HUDSON COUNTY COMMUNITY COLLEGE (2013)
Major: Computer Science
Honors: Phi Theta Kappa Honor Society

Creative Leadership

Creative Entrepreneur at Second Realm, Hoboken, NJ (2019—Present)

- Founded and led a pioneering and award-winning digital art studio, merging art, technology, and community-building.
- Mentored emerging artists and technologists, fostering a global community of 15,000+ creators and collectors.
- Exhibited works in renowned global galleries in New York, London, Los Angeles, Paris, and Morocco.
- Developed and championed the Trash Art and Alt-Punks movements, reshaping discourse on decentralized art ecosystems.
- Curated Trash Art Week 2021 a global virtual conference with participants and panels on blockchain-based art.

Co-host at Rising Tide (2024—Present)

- Host weekly discussions on crypto culture, connecting global audiences to emerging trends and controversies in Web3 innovation.

Council Member at /cryptoart DAO (2023—Present)

- Provided strategic direction and governance for a leading decentralized organization in the crypto art space.

Guest Speaker, Art + Tech at Fashion Institute of Technology, New York, NY (2007—Present)
Delivered bi-annual lectures on the intersection of art, technology, and innovation, inspiring hundreds of students and emerging creatives.

Host at The Outer Realm (2021—2022)

- Interviewed over 40 innovators and creators to explore the intersection of creativity, blockchain technology, and digital art.

Professional Experience

Head of Service Design at Twitter, San Francisco, CA (2018—2019)

- Designed and implemented a global service design program, integrating customer feedback into scalable solutions that enhanced user satisfaction.
- Facilitated workshops across global teams to align service strategies, fostering collaboration between engineering, design, and support teams.
- Launched an internal initiative, Customer Journey Mapping to Hell, to identify and resolve critical pain points in the user support process.

Service Designer at Google (Hardware), Mountain View, CA (2016—2018)

- Spearheaded service design strategies for Google's hardware product portfolio, streamlining customer onboarding processes and reducing service inquiries.
- Collaborated with cross-functional teams to prototype innovative user experience solutions for consumer electronics.

- Delivered the Service Design Series, a training program adopted across Google’s hardware division to improve customer-centric practices.

CX Designer at Google (ATAP), Mountain View, CA (2016)

- Conducted in-depth user research and journey mapping for experimental projects within Google’s Advanced Technology and Projects group.
- Directed cross-functional teams of engineers, designers, and marketers to prototype customer-centric hardware solutions.
- Designed feedback loops that informed iterative product development cycles, leading to more user-friendly innovations.

Marketing Producer at MLB, New York, NY (2015)

- Produced marketing campaigns that increased fan engagement across digital platforms.
- Managed content creation and digital marketing strategies for MLB’s global audience.

Marketing Manager at HarperCollins, New York, NY (2014—2015)

- Led marketing efforts for top-selling book launches, achieving a 15% increase in online sales through targeted digital campaigns.
- Collaborated with authors and editorial teams to develop cohesive branding strategies for new releases.

Design Director at The Book Report Network, New York, NY (2006—2014)

- Oversaw all aspects of visual design for a boutique creative agency, leading projects for global clients in the publishing and sports industries.
- Led and mentored a multi-disciplinary team of 10 people, resulting in increased client retention.
- Spearheaded agency growth, developing client relationships and securing long-term contracts that drove a 143% increase in revenue.

Graphic Designer at FedEx Office, Clifton, NJ (2004—2005)

- Designed marketing materials and branding solutions for local businesses, contributing to an increase in client acquisition.

Academic Experience

Tutor, Student Support Services Program at Hudson County Community College (2001—2002)

Teacher’s Assistant, Interdisciplinary Learning Community at HCCC (2001—2002)

Additional Methodological Training

Advanced Data Analytics Professional Certificate at Google Career Certificates (2024)

- Focused on advanced techniques for data-driven decision-making, including predictive modeling and trend analysis.

Data Analytics Professional Certificate at Google Career Certificates (2024)

- Acquired foundational skills in SQL, Tableau, and R to analyze and visualize data effectively.

Art Law at Christie's Education (2022)

Design Thinking at General Assembly (2018)

Service Design at Cooper Education (2019)

Certified Customer Experience Professional (CCXP) at CXPA (2017—2021)

User Experience at New York University (NYU) (2013)

Figure Drawing at Art Students League of New York (2013)

Conferences and Workshops

Panelist, Crafting Dynamic NFT Collection Narratives - Weaving AI into Your Artistic Creations, NFT NYC 2024, New York, NY (2024)

- Explored the intersection of AI and blockchain art with a focus on dynamic storytelling and creative innovation.

Moderator, Artist's Panel, After Dinner Mints: An NFT Art Showcase, New Haven, CT (2022)

- Facilitated discussions with leading artists on evolving aesthetics and creative practices in the NFT space.

Workshop Facilitator, Customer Journey Mapping, Twitter, Tokyo, JP (2019)

- Led a hands-on session for cross-functional teams on improving customer experiences using journey mapping techniques.

Workshop Developer, Brand Embodiment Series, Twitter's Global Support Operations, San Francisco, CA (2018—2019)

- Designed and delivered workshops to help teams align brand strategy with customer engagement practices.

Presenter, Journey Mapping with Analytics, 5th Annual Digital Customer Experience Strategies Summit, Chicago, IL (2018)

- Showcased innovative methods to integrate customer feedback into user experience design for improved satisfaction.

Workshop Developer, Customer Journey Map to Hell, Twitter's User Service Organization Off-site, Oakland, CA (2018)

- Conducted a creative, problem-focused workshop aimed at resolving critical customer pain points in global support services.

Workshop Developer, Design Thinking & Customer Feedback Sessions, Twitter's Trust & Safety Summit, San Francisco, CA (2018)

- Taught teams how to apply design thinking to integrate user feedback into trust and safety strategies.

Workshop Developer, Service Design Series, Google Hardware, Mountain View, CA (2016—2018)

- Designed a training program that Google's hardware division adopted to enhance customer-centric practices.

Skills and Tools

Expert in leveraging technical, design, and leadership methodologies to drive innovation in Web3 and creative industries.

Technical Skills: HTML, CSS, Javascript, R, SQL, Tableau, Figma, Ethereum, Bitcoin, Procreate, Adobe Creative Suite

Methodologies: Design Thinking, Service Design, User Experience Design, Customer Experience Design

Project Management: Agile, Trello, Jira

Languages: English (fluent)

Last Updated: November 19, 2024