

# ERIN MCMAHON

ART DIRECTION • GRAPHIC DESIGN

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## PROFILE

As a designer with 14 years in the field, I have expert knowledge of design and layout techniques essential for creating appealing book covers, packaging, and marketing materials. Over my career, I have demonstrated an ability to handle multiple projects without sacrificing design quality or attention to detail within a deadline-driven environment. I pride myself on being able to communicate and articulate complex design ideas in easy-to-understand terms. I have a proven ability to collaborate across departments to create cutting-edge products aligned with a company's mission and brand standards.

## SKILLS

- InDesign
- Photoshop
- Illustrator
- Procreate
- Adobe Fresco
- Sketch
- Art direction
- Branding
- Project management
- Mentoring
- Interpersonal and communication skills
- Microsoft Office
- Design research and brainstorming
- Print production
- File preparation and management
- Understanding of CSS and HTML
- Working knowledge of After Effects
- Content Management Systems (CMS)

## EXPERIENCE

### Freelance Art Director and Designer - January 2018 to present

#### ***Social Mavens | Philadelphia, PA***

- Concepted and created the logo, corporate identity, and brand guidelines for a new philanthropic venture aimed at reaching entrepreneurs and small businesses in Boston's underserved communities.
- Created a comprehensive brand guideline to ensure the Social Mavens brand's integrity across all media. By creating an easy-to-use style guide and asset library, Social Mavens' in-house creative team can apply branding more effectively.
- Provided guidance and education to the CEO on creative techniques, giving the company new and innovative ways to reach potential clients.
- Designed a marketing email to expand Social Mavens' business into a new region, reaching an audience of over 1,000 potential clients.

#### ***Scholastic Inc. | Philadelphia, PA***

- Designed several products for *The Epic Tales of Captain Underpants*, a Netflix series, including an interactive sticker book, giving fans a new way to experience the brand.
- Concepted and illustrated refreshed versions of characters for the original *Clifford the Big Red Dog* book. This title was reissued in the lead-up to a television show and currently has over 23,000 copies in print.

### Senior Designer- January 2014 to December 2017

#### ***Scholastic Inc. | New York, NY***

- Developed new lines of publishing in collaboration with senior editorial staff and outside creative departments. Most notably, a new line of Harry Potter Licensed Publishing, which refreshed the brand, leading to increased sales.
- Led the creative direction for several of the company's highest-profile licenses, including Harry Potter, LEGO, Shopkins, DreamWorks, Disney, and Clifford the Big Red Dog.
- Maintained strong, collaborative relationships with editorial, production, and marketing teams to create compelling and marketable products for each licensor.
- Partnered closely with licensors to create high-level designs, providing brands a new way to engage with consumers while adhering to brand standards and style guides.
- Took part in creative kick-off meetings for new and established licenses, offering suggestions on formats and addressing design needs.
- Participated in weekly status meetings, providing detailed updates on projects to production, editors, and licensors.
- Worked closely with production teams to manage proofing stages of all assigned books and products, including sending notes to vendors ensuring colors, specs, and functionality of each product met brand standards.
- Handled multiple projects without sacrificing creativity or quality within a deadline-driven environment.

*Continued*

## EXPERIENCE (CONTINUED)

- Identified, hired, managed, and provided art direction to freelance designers and artists.
- Responsible for tracking creative deliverables from internal and external freelance designers, artists, and packagers.
- Mentored younger designers on staff, offering art direction and constructive feedback to help them grow in their roles.
- Established schedules and set budgets for all projects ensuring projects remained on track and within budget, managing expectations, and adjusting plans when needed.

### **Junior Designer- April 2008 to January 2014**

***Hachette Book Group, Inc. Little Brown Books for Young Readers | New York, NY***

- Handled cover and interior design for a variety of books.
- Worked closely with production staff during the proofing stage, checking each project for color correctness and providing the printer with changes.
- Presented cover concepts at a weekly meeting to a group of marketing, sales, and editorial staff.
- Managed a team of artists and freelancers, ensuring delivery of projects on time and within budget.

### **Designer/Presentation Specialist/Product Designer- February 2007 to February 2008**

***Enchanté Accessories, Home Decor | New York, NY***

- Created comprehensive product catalogs and client presentations to assist with sales.
- Designed several successful products and graphics for U.S. stores.

## EDUCATION

Hofstra University, Hempstead, NY • Bachelor of Science, Fine Arts with a concentration in Graphic Design