

Priscilla McGann

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Portfolio

tomorrowwillbesunny.com

Links



/Priscilla McGann



/youmus_spooky_wifi



@CuLightSource

Awards

One Club Client Pitch Finalist, One Club 2017

Effie Semi-Finalist, 2017

Top 5 Ad Senior Show, FIT 2017

#TYPE Exhibition, FIT 2016

Education

Major Advertising Design BFA
FIT 2015-2017, NY

Major Communication Design Foundation AAS
FIT 2013-2015, NY

Minor Psychology
FIT 2013-2016, NY

Minor Creative Technologies
FIT 2013-2017, NY

Study Abroad Japanese Conversation
Bunka University 2015, Tokyo

Work Experience

Junior Designer at HAVAS Tonic, Current – Worked on multiple brands' print, digital, and campaign peices. Key member in communicating with development teams, ensuring sound SEO and responsive digital.

Freelance Designer at Oberland, May 2018 – Supported senior designers in Campaign brainstorming and creation for clients such as World Stroke day and American Hebrew Academy.

Freelance Designer at ERGO Interactive, April 2018 – Create email and print campaigns for American Express. Consistently produced pixel-perfect designs on tight deadlines and followed strict brand guidelines.

UX Intern at Vaudeville Ventures, Spring 2017 – As a member of the creative team, designed and produced sitemaps, wireframes, information architecture, and WordPress sites with feedback from the Art Director and Senior Designers. Projects ranged from simple websites to complex user systems.

Programs

Sketch
Adobe InDesign
Adobe Photoshop
Adobe AfterEffects
Adobe Illustrator
Media Encoder
Adobe Premiere Pro
Adobe Lightroom
Adobe XD
Adobe Acrobat
Keynote
Figma
Wordpress

Creative

2D Animation
UX, UI, and Wireframing
CSS, HTML, and JQuery
Graphic Design
Branding
Illustration
Web Design
Pre and Post Production
Storyboarding
Photography
Video Editing
Typography

Skills

Research
Organized
Adaptability
Time Management
Work well under pressure
Teamwork
Detail - Oriented
Communication
Problem Solving
Creative
Conceptual Thinker

Extracurricular

Supporting Game Dev – Work with Indie game developers, acting as a Design Director & PR lead. For Game Jams, work closely with programmers to ideate, then work collectively to produce game branding, PR, UX, websites, and design direction. In addition, adapt to any development platform when necessary.

eSports – As one of the team's shot-callers, developed an aptitude for split-second decisions and remained level-headed in stressful situations. Above all, made it a priority to ensure everyone still had fun.

