

Priscilla McGann

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Portfolio

tomorrowwillbesunny.com

Accomplishments

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

Work Experience

UX Intern at Vaudeville Ventures, Spring 2017— My fondest memory of VV is the first of many empanadas. Though I had a great time with responsibilities such as sitemaps, wireframes, information architecture, and learning wordpress on the fly.

Freelance Multimedia Designer, 2016-2017— I'm always open to hear someone's story. Because of this, I enjoyed meeting with clients. Work included animation, art direction, graphic design, file conversion, illustration, and determination to solve any problem.

Boss Inc Games, 2014-2016— The final deliverable was a 40+ page pdf with 'classified' & 'public' details on the 4 main characters whose development I was in charge of. I went beyond what was asked to become a key member and helped lead the team and establish culture. Goals for the project to create a fun and cohesive gameplay. It was an adventure for sure.

Programs

Adobe InDesign

Adobe Photoshop I live here

Adobe AfterEffects

Adobe Illustrator

Adobe Muse

Media Encoder

Adobe Premiere Pro

Adobe Audition

Adobe XD

Google Docs + PowerPoints

KeyNote

Sketch & Figma

Creative

Pre & Post-Production

Branding

Illustration

Creative Writing

Storyboarding

Animation

Game Design

Character Design

Web Design

Graphic Design

UX / UI & Wireframing

CSS | HTML | JQuery

Photography

Extracurricular

Game Dev— Help out with massive game collaborations such as Hourai Teahouse and NitorInc in a setting where feedback is imperative. For Game Jams, I work closely with programmers to ideate, then work on design, PR, and visuals.

eSports— We failed a lot. We were the literal worst team in the US. Because of this, I made it a priority to make sure we still had fun and remained level-headed in stressful situations. As one of the team's shot-callers, I also developed aptitude for split-second decisions.

Sci-Fi & Anime Club— In my defense, I gave the Ad club a try. There was a lack of diversity which bred groupthink. Yet in the run of the mill Sci-Fi and Anime Club, business and creatives from different mindsets got along.