

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

Freelance Designer at HAVAS Tonic, Summer 2018 – Worked closely with Creative Directors and account to develop print campaigns. Was a key member in creating SEO and Mobile optimized website with dev. Clients consisted of Invivior, Teaming up for Diabetes, and Sanofi.

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 – Worked alongside senior designers, project managers and copywriters to 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 3-way user systems.

Freelance Multimedia Designer, 2016-2017 – Held meetings with clients to discuss work on anything needed. Common projects included animation, design, motion graphics, illustration, and determination to solve any problem that was presented.

Programs

Adobe InDesign CC
Adobe Photoshop CC
Adobe AfterEffects CC
Adobe Illustrator CC
Media Encoder CC
Adobe Premiere Pro CC
Adobe Audition CC
Adobe XD CC
Sketch
Google Slides
Microsoft Powerpoint
Microsoft Office
Acrobat
Keynote
Figma
Github
Wordpress

Creative

Graphic Design
Game Design
Character Design
Web Design
Pre and Post Production
Branding
Illustration
Creative Writing
Storyboarding
Animation
UX, UI, and Wireframing
CSS, HTML, and JQuery
Photography
Video Editing
Typography
Persona Writing
User Stories

Skills

Research
Troubleshooting
Organized
Adaptability
Time Management
Works well under pressure
Teamwork
Detail - Oriented
Communication
Problem Solving
Curious
Creative
Conceptual Thinking

Extracurricular

Game Dev – Work with both game developers Hourai Teahouse and NitorInc on extensive collaborations where feedback is imperative, acting as a Design Director. 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.

Sci-Fi & Anime Club – Supported club officers throughout the years to create an atmosphere of diversity between business and art students. Discussed the world-building, interactions, writing, archetypes, and direction that bring different genres to life.

