



Shigeru McPherson

digital designer / art director / front-end developer

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A QUICK SUMMARY...

- Accomplished, energetic and goal-driven with over 25 years of experience in the fast-paced environments of entertainment, fashion, beauty, pharmaceutical and B2B fields.
- Excellent technical skills in digital design, high-end retouching and typography that allow for scalability across all media.
- A clear communicator and active team player, I am highly effective at collaborating with artistic, project and production leadership to oversee projects from concept to final delivery according to budget and schedule goals.
- Strong organizational and multitasking skills that allow me to work with minimal supervision if needed.

EXPERIENCE



Ichiban Yofuku

Digital Designer / Front-End Developer

02.19 - 11.19

- E-commerce website design and development

Software: Adobe CC Photoshop, Illustrator, After Effects, Media Encoder

Languages: HTML5, JavaScript/jQuery, GSAP, CSS3/SCSS/SASS



MiMi

Digital Designer / Front-End Developer

10.18 - 04.19

- Logo / Brand ideation and design
- E-commerce website design and development

Software: Adobe CC Photoshop, Illustrator, After Effects, Media Encoder, Lightroom, XD, Sketch, InVision, Figma

Languages: HTML5, JavaScript/jQuery, GSAP, CSS3/SCSS/SASS



Elizabeth Arden

Freelance Digital Designer

07.12 - 10.17

- Website, banner and email design and development
- Facebook page design and development using Buddy Media
- Web app design & development (HTML5, CSS3, JavaScript)
- Animation & video editing

Software: Adobe CS Photoshop, Illustrator, After Effects, Media Encoder, Animate, Dreamweaver, DoubleClick

Languages: HTML5, JavaScript/jQuery, GSAP, CSS3, AS3



Armani Exchange

Freelance Digital Designer

12.10 - 07.12

- Microsite design and development
- Banner and email design and development
- Mobile site design and development from concept to completion

Distinction: AOL/KBS Project Devil Competition Winner (in conjunction with Media Kitchen)

Software: Adobe CS Photoshop, Illustrator, After Effects, Media Encoder, Animate, Dreamweaver, DoubleClick

Languages: HTML5, JavaScript/jQuery, GSAP, CSS3, AS3



Hearst Digital Media

Designer / Front-End Developer

04.08 - 01.09

- Promo player & evite design
- ActionScript design and development from concept to completion
- In-house promotion

Publications include: *Seventeen, Cosmopolitan, CosmoGirl, Town & Country, Harper's Bazaar*

Software: Adobe CS Photoshop, Illustrator, Flash, Dreamweaver, After Effects

Languages: AS2, AS3



DDB Studio 8 (DDB Worldwide)

Multimedia Specialist

09.07 - 12.07

- Website design and development from concept to completion
- In-house promotion

Software: Adobe CS Photoshop, Illustrator, Dreamweaver

Languages: AS2, AS3



MRM Partners (McCann Worldgroup)

Art Director

08.05 - 05.06

- Worked closely with the copywriter to generate creative ideas and executions
- Very hands-on work including design and ActionScript development
- Produced sketches and storyboards to communicate ideas to clients
- Ensured deadlines were met and worked effectively under pressure
- Worked in industry-standard editing suites to oversee the finished product

Clients include: GM, Intel, Wendy's

Software: Adobe CS Photoshop, Illustrator, Flash, Dreamweaver

Languages: HTML, CSS, AS2



Heeb Magazine

Designer / Design Director

04.04 - 05.05

(issues: 06 - 08)

- Page design / layout
- Logo & type treatment
- Retouching
- Pre-press prep
- Asset trafficking

Pages include: "Battle of the Schwartzes", "Out from Under", photo & fiction features, products, parody ads

Software: Adobe CS Photoshop, Illustrator, QuarkXPress, Alias Maya (3D)



Harper's Bazaar

Designer

11.01 - 08.03

(Issues: 02.02 - 11.03)

- Heavy page layout, logo/type treatment
- Moderate (p)retouching
- Moderate pre-press preparation
- Light art trafficking

Pages include: cover(s), center of book photo features, "Letter From the Editor", "What to Wear", parties, reviews, horoscopes and product pages

Software: QuarkXPress, Adobe Photoshop, Illustrator, Infini-D, Strata StudioPro, Alias Maya (3D), Fontographer, various word processing applications



Style.com

Freelance Production Designer

06.01 - 09.01

- E-commerce website asset creation
- Retouching
- Batch processing

Software: Adobe Photoshop



Luminant Worldwide Corporation (née Interactive8)

Art Director

11.99 - 11.00

- Website design and art direction
- Moderate HTML and light JavaScript
- Moderate flash work
- Light 3d modeling & rendering

Clients include: A&E Television Networks, DeBeers, Gazelle.com (formerly MyLegs.com), M&M/Mars, Maybelline, RJ Reynolds, StarBand

Software: QuarkXPress, Adobe Illustrator, Photoshop, Premiere, ImageReady, Dimensions, Streamline, After Effects, Infini-D, Strata StudioPro, MacroMedia Director, Flash, AfterShock, Fireworks, SoundEdit 16 Plus Deck II, Fontographer, various word processing applications

Languages: HTML, CSS, AS2



Darwin Digital, A Saatchi & Saatchi Vision Company

Designer

12.97 - 11.99

- Website design
- Moderate programming, including html and light Javascript
- Moderate Flash work
- Light 3d modeling & rendering

Clients include: Albertsons, Allied Domecq, Darwin Digital, Enterprise, General Mills, GeoCities, Hewlett-Packard, Procter & Gamble, Reynolds Metals, Smarterkids, TeaQ, Tel-Save, Time Inc. New Media

Software: QuarkXPress, Adobe Illustrator, Photoshop, ImageReady, Streamline, After Effects, Infini-D, Strata StudioPro, MacroMedia Director, Flash, AfterShock, Fireworks, SoundEdit 16 Plus Deck II, Fontographer, various word processing applications

Languages: HTML, light DHTML, JavaScript, CSS



dELiA*s

Designer

02.99 - 03.99

- Prospectus cover design from concept to completion
- Website design from concept to completion

Software: QuarkXPress, Adobe Illustrator, Photoshop, ImageReady, Flash, Fireworks, Fontographer, various word processing applications

Languages: HTML, JavaScript, CSS



Media Circus

Production Designer

09.97 - 12.97

- Website asset creation for MTV and Gateway
- Interactive television screen design for Cablevision
- Also acted as Producer for this project

Software: Adobe Illustrator, Photoshop, Premiere



Sunshine Interactive Network

Designer

12.96 - 07.97

- Website and CD-Rom asset creation
- Moderate interface design
- Heavy 2D animation
- Manipulation of scanned artwork including retouching, coloring and batch processing
- Digital asset management
- Very light HTML programming

Titles include: Scholastic's *Mathshop Deluxe*, New Line Cinema's *First Strike*, *The Mask*, *Austin Powers*

Software: QuarkXPress, Adobe Illustrator, Photoshop, ImageReady, MacroMedia Director, FutureSplash (Flash), various word processing applications



Byron Preiss Multimedia Co., Inc.

Production Artist

11.95 - 12.96

- CD_Rom asset creation and interface design
- Heavy Quicktime movie creation including audio and video capture, 2D animation and editing
- 2D manipulation of scanned artwork including retouching, colorization of b/w photos and batch processing
- 3D animation (design, modeling and rendering)
- Digital asset management
- Light Macromedia Director work including some Lingo script

Titles include: Scientific American's *From Quarks to Cosmos* and Simon & Schuster Interactive's *Philip Marlowe*, *Private Eye*

Software: QuarkXPress, Adobe Illustrator, Photoshop, Premiere, ImageReady, Streamline, After Effects, Infini-D, MacroMedia Director, various word processing applications



@radical.media / Tape House Interactive / RGA

Scan Retoucher / Colorist / Computer Animator

10.95

- Cel-by-cel production of 90-second animated spot for Nike's "All NYC" campaign for viewing in theaters
- Digital scanning of original art in PC environment
- Scan clean-up in Adobe Photoshop, Streamline and Illustrator in PC and Mac environment
- Retouch and color in Adobe Photoshop in PC and Mac environments

Title: *Nike All NYC*

Software: Adobe Illustrator, Photoshop, Premiere, Streamline, After Effects, various word processing applications



MIX Film/Video Festival

Designer

09.95

- Design and layout from concept to completion of MIX 95 poster and catalogue
- Extensive scanning and page layout for 2-color output
- Light advertisement layout

Software: QuarkXPress, Adobe Illustrator, Photoshop, Premiere, ImageReady, Streamline, After Effects, Infini-D, various word processing applications



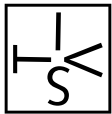
Jumbo Pictures Computer Animator

03.95 - 07.95

- Produce animatics from storyboard images using Adobe Premiere
- Shoot images from video camera directly to computer
- Record audio directly to computer
- Record complete animatic to half-inch or three quarter-inch videotape
- Consult on hardware/software purchases, storage systems and future options for computer video production
- Help maintain and troubleshoot all in-house computers

Title: *SportsBenders*

Software: Adobe Illustrator, Photoshop, Premiere, After Effects, various word processing applications



ITVS/AIDS Films Production Assistant

09.94 - 07.95

- Sound recording
- Production photography
- Tech runner
- Administrative assistance

Title: *Positive: Life With HIV*

Software: Microsoft Office



MRY - various clients Partner / Computer Graphics Specialist

04.94 - 12.96

- Design and layout from concept to completion for style guides, textbooks, brochures and advertisements
- Scan retouching and/or compositing in Adobe Photoshop
- Computer illustration and fabric design in Adobe Illustrator and Photoshop
- 3D modeling and rendering using form•Z and Strata StudioPro

Software: QuarkXPress, Adobe Illustrator, Photoshop, form•Z, Infini-D, Strata StudioPro, Electric Image, various word processing applications



Oasis Creative Resources Computer Graphics Specialist

08.93 - 04.94

- High resolution scan retouching
- Computer illustration including 3D rendering in Adobe Dimensions and Illustrator
- Brochure, ad and magazine layout

Software: QuarkXPress, Adobe Illustrator, Photoshop, various word processing applications

EDUCATION



Columbia University
School of Engineering and Applied Science
BS Mechanical Engineering

SKILLS

discipline

Art Director Experience	15+ years
Branding Experience	15+ years
Conceive, create and produce original graphic design and assets for all marketing creative demands	15+ years
Graphics Design Experience	15+ years
Motion / Animation	15+ years
Print	15+ years
Web / UI / UX	15+ years
Video Editing Experience	5 years

software

Adobe Creative Suite	15+ years
Illustrator	15+ years
Photoshop	15+ years
QuarkXPress	15+ years
Premiere Pro / After Effects	5 years
InDesign	3 years
Sketch, XD, Figma, InVision	1.5 years

dev

HTML[5], CSS[3]	15+ years
Javascript / JQuery	15+ years
GSAP	11 years
SCSS / SASS	2 years
NodeJS / npm	1.5 years
React	1.5 years
Angular 6 / 7	0.5 years

3d

Maya	2 years
Unity	2 years