 Shigeru McPherson  digital designer / art director / front-end developer

A quick summary:

PERSONAL INFO

212.464.7989

shigimcp@yahoo.com

http://www.shigimcp.com

* I am an accomplished, energetic and goal-driven with over 25 years of experience in the fast-paced environments of entertainment, fashion, beauty, pharmaceutical and B2B fields.
* I possess the 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, production leadership to oversee projects from concept   
  to final delivery according to budget and schedule goals.
* I possess the 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

* ecommerce website design and development

languages: html5, javascript/jquery, gsap, css3

MiMi • digital designer / front-end developer 10.18 – 04.19

* logo / brand ideation and design
* ecommerce website design and development

languages: html5, javascript/jquery, gsap, css3

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

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

languages: html5, javascript/jquery, gsap, css3, as3  
distinction: AOL/KBS Project Devil Competition Winner (in conjunction with MediaKitchen)

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

languages: as2, as3  
publications include: Seventeen, Cosmopolitan, Cosmogirl, Town & Country, Harper’s Bazaar

DDB Studio 8 (DDB Worldwide) • multimedia specialist 09.07 - 12.07

* website design and development from concept to completion
* in-house promotion

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

language: as2  
clients include: GM, Intel, Wendy’s

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

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

Luminant Worldwide Corporation • art director 11.99 - 11.00

* website design and art direction
* moderate html and light javascript
* moderate flash work
* light 3d modeling & rendering

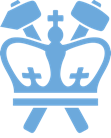
clients include: A&E Television Networks, DeBeers, gazelle.com (formerly mylegs.com), M&M/Mars, Maybelline, RJ Reynolds, Starband

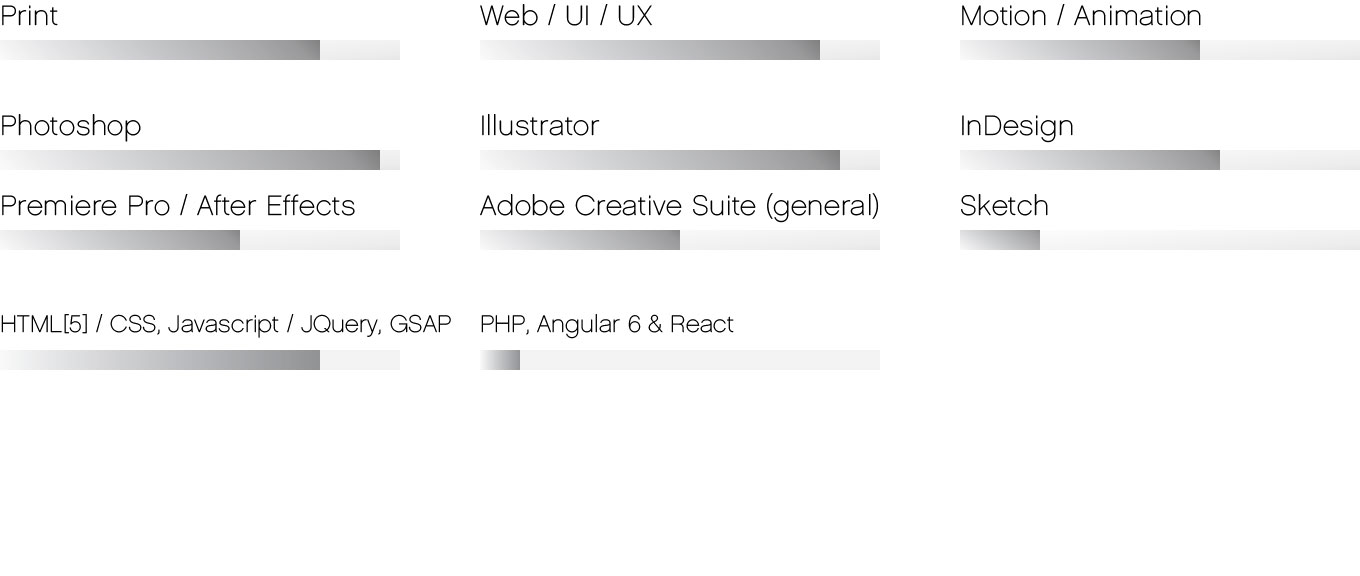
Darwin Digital • designer 12.97 - 11.99  
A Saatchi & Saatchi Vision Company

* 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

EDUCATION

Columbia University, School of Engineering and Applied Science  
Degree: Bachelor of Science  
Major: Mechanical Engineering

SKILLS