



Shigeru McPherson

digital designer / art director / (incidental) jr. developer

I am an accomplished, energetic and goal-driven digital designer / art director / (incidental) jr. developer, bringing over 15 years' experience in the fast-paced environments of entertainment, fashion, beauty, pharmaceutical and B2B fields.

I possess a keen interest in the arts and a love for the maths and sciences, and I use my creative abilities and technical skills to forge innovative approaches to brand messaging, strategizing and producing ad campaigns and an online presence that inform and engage customers.

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 also possess the strong organizational and multitasking skills that allow me to work with minimal supervision if needed.

All of these qualities have helped me find a rich and rewarding career that allows a free flow of creativity and critical thinking to make projects come to life. I bring that spirit to the table every time, and my hope is to bring that same spirit to *your* table.

PERSONAL INFO

212.464.7989

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EXPERIENCE



MiMi • digital designer / front-end developer

10.18 - 04.19

- logo / brand ideation and design
- ecommerce website design and development (in-progress)
- 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

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

BAZAAR

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

Print



Web / UI / UX



Motion / Animation



Photoshop



Illustrator



InDesign



Premiere Pro / After Effects



Adobe Creative Suite (general)



Sketch



HTML[5] / CSS, Javascript / JQuery, GSAP



PHP, Angular 6 & React

