

Shigeru McPherson visual designer • art director • front-end developer

I am a visual designer / art director / front-end developer with extensive experience in both print and web with a bit animation and video sprinkled throughout my time in industries that span the entertainment, fashion, beauty, pharmaceutical and B2B fields.

A keen interest in the arts coupled with a love for the maths and sciences 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.

SKILLS

PERSONAL INFO

shigimcp@yahoo.com

download resume

212.464.7989

Print

Web

07.12 - 10.17

12.10 - 07.12

04.08 - 01.09

09.07 - 12.07

SOFTWARE

Photoshop

Illustrator

InDesign

Premiere Pro

After Effects

Microsoft Office

DEVELOPMENT

UI / UX

HTML[5] / CSS

Javascript / JQuery

GSAP

Angular 6 & React

EXPERIENCE



Elizabeth Arden • motion designer / front-end developer

- · 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 • visual designer / front-end developer

- · 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 Hearst Digital Media · designer / front-end developer

- · 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

STUDI(8)

DDB Studio 8 (DDB Worldwide) • multimedia specialist

- website design and development from concept to completion
- · in-house promotion
- languages: as2, as3

MRM PARTNERS

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

неев

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

12.97 - 11.99

- · 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

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