Shigeru McPherson digital designer / art director

I am a digital designer / art director with extensive experience in both print and web with a bit animation, video and front-end development 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.

PERSONAL INFO

212.464.7989

shigimcp@yahoo.com

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EXPERIENCE

MiMi • digital designer / front-end developer
10.18 - present
- 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 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

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	