

Shigeru McPherson

digital designer / art director / front-end developer

212.464.7989 • shigimcp@yahoo.com

<https://www.shigimcp.com>

LinkedIn Profile: <https://www.linkedin.com/in/shigeru-mcpherson-8a19a44>

A QUICK SUMMARY...

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

EXPERIENCE



Kiehl's (L'Oréal Group)

Digital Designer

08.21 - 04.25

- Designed and produced online content to align with brand standards
- Collaborated with e-commerce and marketing teams to maintain consistency across all digital platforms
- Ensured usability and adherence to website standards

Website: <https://www.kiehls.com>

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

Languages: HTML5, JavaScript, CSS3



Capture the Movement

Digital Designer / Front-End Developer

02.21 - 04.21

- Created logo and brand designs
- Designed and developed a showcase website with an emphasis on UI/UX

Website: <https://www.capturethemovement.org>

Software: Adobe CC Photoshop, Illustrator, After Effects, Audacity, Media Encoder, Excel (database management)

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



Ichiban Yofuku

Digital Designer / Front-End Developer

02.19 - 11.19

- Designed and developed an e-commerce website

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

- Led logo/brand ideation and e-commerce web design
- Designed and developed an e-commerce website with modern front-end technologies

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

- Designed and developed websites, banners, and emails
- Designed and developed Facebook pages using Buddy Media
- Developed web apps, animations, and video content

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

- Designed and developed microsites, banners, and emails for e-commerce campaigns
- Developed mobile sites 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

- Designed promo players and evites for digital media promotions
- Worked on in-house promotions for leading publications

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

- Led website design and development for clients in various industries
- Created promotional materials for in-house campaigns

Software: Adobe CS Photoshop, Illustrator, Dreamweaver

Languages: AS2, AS3



MRM Partners (McCann Worldgroup)

Art Director

08.05 - 05.06

- Collaborated with copywriters to develop creative ideas and executions
- Produced sketches and storyboards for client presentations
- Ensured deadlines were met and worked effectively under pressure
- Worked in industry-standard editing suites to oversee finished products

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)

- Led creative direction for features and editorial content
- Designed and laid out entire issues for publication
- Responsibilities included: logo & type treatment, photo retouching, pre-press prep and asset management

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)

- Led page layout and design for editorial content
- Worked on photo features, reviews, and advertisements
- Responsibilities included: logo & type treatment, moderate photo (p)retouching, moderate pre-press prep and light asset management

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

- Retouched photos and managed batch processing for deploy
- Created e-commerce assets

Software: Adobe Photoshop



Luminant Worldwide Corporation (née Interactive8)

Art Director

11.99 - 11.00

- Led website design for high-profile clients
- Developed interactive web elements using Flash, JavaScript and light 3D modeling

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

- Designed websites and interactive assets for major clients
- Worked with Macromedia Flash and 3D tools for creative projects

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

- Led the design of prospectus covers and websites from concept to completion
- Designed and developed website interfaces, ensuring a user-friendly experience

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

- Created website assets for major clients, including MTV and Gateway
- Designed interactive television screens for Cablevision

Software: Adobe Illustrator, Photoshop, Premiere



Sunshine Interactive Network

Designer

12.96 - 07.97

- Developed website and CD-ROM assets, focusing on 2D animation and interface design
- Managed digital assets and performed artwork manipulation, including retouching and coloring

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

- Created and managed CD-ROM assets and interfaces, incorporating:
 - 3D design, modeling and animation
 - 2D animation using Macromedia Director with Lingo script
 - Heavy video creation involving audio/video capture and editing
- Managed digital assets
- Performed 2D artwork manipulation and colorization

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

- Scanned, cleaned retouched and colorized cel-by-cel artwork for a 90-second animated spot for Nike's "All NYC" campaign for theatrical release

Title: Nike All NYC

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



MIX Film/Video Festival

Designer

09.95

- Designed the MIX 95 poster and catalogue, handling all scanning and page layout for 2-color output
- Worked on advertisement layouts and all printed materials

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



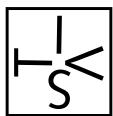
Jumbo Pictures
Computer Animator

03.95 - 07.95

- Produced animatics from storyboards for a promo pilot episode of a Nickelodeon animated series
- Recorded complete animatic to videotape
- Consulted on hardware/software purchases, storage systems and future options for computer video production
- Helped maintain and troubleshoot all in-house computers

Title: *SportsBenders*

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



ITVS/AIDSFilms
Production Assistant

09.94 - 07.95

- Assisted in sound recording, production photography, tech running and administrative tasks

Title: *Positive: Life With HIV*

Software: Microsoft Office



MRY - various clients
Partner / Computer Graphics Specialist

04.94 - 12.95

- Designed style guides, textbooks, brochures, and advertisements from concept to completion
- Specialized in fabric design, scan retouching, 3D modeling, and rendering

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

- Focused on high-resolution scan retouching and 3D rendering in Adobe Dimensions
- Produced brochure and ad layouts

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

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

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

3d

Maya	2 years
Unity	2 years