



Shigeru McPherson

digital designer / art director / front-end developer

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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



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



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



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

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