

# ERIN MCMAHON

## ART DIRECTION • GRAPHIC DESIGN

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### PROFILE

As an art director with over 15 years in the field, I have expert knowledge of design and layout techniques essential for creating appealing books, packaging, and marketing materials. Over my career, I have demonstrated an ability to handle multiple projects without sacrificing design quality or attention to detail within a deadline-driven environment. I pride myself on communicating and articulating complex design ideas in easy-to-understand terms. I have a proven ability to collaborate across departments to create cutting-edge products aligned with a company's mission and brand standards.

### SKILLS

- Adobe Creative Cloud (InDesign, Photoshop, Illustrator)
- Procreate
- Art direction
- Branding
- Creative strategy
- Design research and brainstorming
- Project management
- Mentoring
- Interpersonal and communication skills
- Google Suite
- Microsoft Office
- SmartSheet
- Print production
- File preparation and management
- Understanding of CSS and HTML
- Working knowledge of After Effects
- Content Management Systems (CMS)
- Working knowledge Sketch
- KeyShot 3D

### EXPERIENCE

#### Associate Art Director- April 2022 to March 2024

##### **Albert Whitman & Company | Park Ridge, IL (remote)**

- Managed a team of two designers, offering creative feedback to facilitate great layouts.
- Designed 10-15 books per year on a variety of complex topics.
- Collaborated with the editorial team to identify market needs and created new and engaging books to meet those needs.
- Delegated my team's workload to ensure on-time delivery of files to the printer.
- Hired and managed outside illustrators.
- Wrote creative briefs for artists, ensuring the visuals and text were cohesive.
- Created presentations about the design department's work for senior leadership, increasing the visibility of the creative department.

#### Packaging and Production Designer- April 2021 to April 2022

##### **Jazwares, LLC. | Bristol, PA**

- Developed packaging solutions and prototypes to convey contemporary and brand-relevant looks for brands, including Like Nastya, Cabbage Patch Kids, Big Fat Yarn, and Squishmallows.
- Evaluated package designs for fit, structure, function, materials, and cost-effectiveness.
- Ensured consistency and quality in designs while meeting deadlines, adhering to style guides, and maintaining a schedule to support production.
- Collaborated with colleagues across different departments by communicating regularly with the brand team, Project Managers, and counterparts in Hong Kong.
- Responsible for the approval of print proofs and samples before going into production.

#### Freelance Art Director and Designer- January 2018 to April 2021

##### **Social Mavens | Philadelphia, PA**

- Created a comprehensive brand guideline to ensure the Social Mavens brand's integrity across all media.
- Established an easy-to-use style guide and asset library, allowing the in-house creative team to apply branding more effectively.
- Provided guidance and education to the CEO on creative techniques, giving the company new and innovative ways to reach potential clients.

##### **Scholastic Inc. | Philadelphia, PA**

- Refreshed artwork for the original *Clifford the Big Red Dog* book.
- Designed several books for *The Epic Tales of Captain Underpants*, giving fans a new way to experience the brand.

## EXPERIENCE

### **Senior Designer- January 2014 to December 2017**

#### ***Scholastic Inc. | New York, NY***

- Successfully developed new publishing lines in collaboration with senior editorial staff and outside creative departments. Most notably, a new line of Harry Potter Licensed Publishing, which refreshed the brand, leading to increased sales.
- Led the creative direction for several of the company's highest-profile licenses, including Harry Potter, LEGO, Shopkins, DreamWorks, Disney, and Clifford the Big Red Dog.
- Partnered closely with licensors to create high-level designs, providing brands with a new way to engage with consumers while adhering to brand standards and style guides.
- Took part in creative kick-off meetings for new and established licenses, offering suggestions on formats and addressing design needs.
- Worked closely with production teams to manage proofing and approval stages, including sending notes to vendors to ensure that each product's colors, specs, and functionality met brand standards.
- Identified, hired, managed, and provided art direction to freelance designers and artists, tracking all creative deliverables from internal and external freelance designers, artists, and packagers.
- Mentored younger designers on staff, offering art direction and constructive feedback to help them grow in their roles.
- Established schedules and budgets for all projects, ensuring projects remained on track and within budget, managing expectations, and adjusting plans when needed.

### **Junior Designer- April 2008 to January 2014**

#### ***Hachette Book Group, Inc. Little Brown Books for Young Readers | New York, NY***

- Handled cover and interior design at all stages for a variety of books.
- Managed a team of artists and freelancers, ensuring delivery of projects on time and within budget.

### **Designer/Presentation Specialist/Product Designer- February 2007 to February 2008**

#### ***Enchanté Accessories, Home Decor | New York, NY***

- Created comprehensive product catalogs and client presentations to assist with sales.
- Designed several successful products and graphics for U.S. stores.

## EDUCATION

Hofstra University, Hempstead, NY • Bachelor of Science, Fine Arts with a concentration in Graphic Design