

ERIN MCMAHON

ART DIRECTION • GRAPHIC DESIGN

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Fully Vaccinated

PROFILE

As a designer with over 14 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
- Adobe Fresco
- Art direction
- Branding
- 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

EXPERIENCE

Packaging and Production Designer- April 2021 to present

Jazwares, LLC. | Bristol, PA

- Develop packaging solutions and prototypes to convey a contemporary and brand-relevant look for various brands.
- Evaluate package designs for fit, structure, function, materials, and cost-effectiveness.
- Ensure consistency and quality in designs while meeting deadlines, adhering to style guides, and maintaining a schedule to support production.
- Collaborates with colleagues across different departments by communicating regularly with the brand team, Project Managers, and counterparts in Hong Kong.
- Responsible for 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. By creating an easy-to-use style guide and asset library, the in-house creative team can 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.
- Designed a marketing email to expand Social Mavens' business into a new region, reaching an audience of over 1,000 potential clients.
- Created the logo, corporate identity, and brand guidelines for a philanthropic venture to reach small businesses in Boston's underserved communities.

Scholastic Inc. | Philadelphia, PA

- Designed several products for *The Epic Tales of Captain Underpants*, giving fans a new way to experience the brand.
- Conceived and illustrated refreshed artwork for the original *Clifford the Big Red Dog* book. This title was reissued in the lead-up to a television show and currently has over 23,000 copies in print.

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.

Continued

EXPERIENCE (CONTINUED)

- Partnered closely with licensors to create high-level designs, providing brands 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.
- Participated in weekly status meetings, providing detailed updates on projects to production, editors, and licensors.
- 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.
- Responsible for tracking 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 for a variety of books.
- Worked closely with production staff during the proofing stage, checking each project for color correctness and providing the printer with changes.
- Presented cover concepts at a weekly meeting to a group of marketing, sales, and editorial staff.
- 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