

ERIN MCCMAHON

ART DIRECTION • GRAPHIC DESIGN

EXPERIENCE

2018-
Present

FREELANCE ART DIRECTOR AND DESIGNER

Creating compelling designs for a variety of projects.

2014-2017

SCHOLASTIC, INC.

Senior Designer- October 2016-December 2017
Designer- January 2014-October 2016

Responsible for the design of covers and interior layouts for approximately 50 titles per year, including several of the company's most high-profile licenses: Harry Potter, Shopkins, and LEGO.

Maintained strong, collaborative relationships with editorial and marketing to create compelling and marketable products for each licensor.

Partnered closely with licensors to create high-level designs while ensuring adherence to brand standards and style guides.

Handled multiple projects without sacrificing creativity or quality within a deadline-driven environment.

Established schedules and set budgets for all projects and assured projects remained on track and within budget.

Identified, hired, and provided art direction to freelance designers and artists.

2008-2014

HACHETTE BOOK GROUP, INC. **LITTLE BROWN BOOKS FOR YOUNG READERS** *Junior Designer*

Handled cover and interior design for a variety of books.

Presented cover concepts at a weekly meeting to a group of marketing, sales, and editorial staff.

Managed a team of artists and freelancers.

Maintained relationships with stock photography agencies, freelance artists, and artist representatives.

Maintained an easy to navigate filing system.

2006-2008

ENCHANTÉ ACCESSORIES, HOME DECOR *Designer/Presentation Specialist/Product Designer*

Created a comprehensive catalog of the company's wall decor.

Designed several successful products and graphics for U.S. stores.

Created client-specific presentations to assist with sales.

Created original package designs, presentation materials, and brochures.

PROFILE

An accomplished graphic designer with over ten years of experience creating compelling designs for books and packaging. Able to handle multiple projects from concept to delivery within strict deadlines and budgets. A proven record of delivering high-level designs that meet the business needs of both publishers and licensors. Works effectively across departments within a company, as well as with outside creative teams to create products aligned with a company's mission and brand standards.

SKILLS

Photoshop
Illustrator
InDesign
Quark
Flash
Acrobat
Microsoft Office
Light CSS and HTML

Art direction
Project management
Color correction
Print production
File preparation

EDUCATION

2006

HOFSTRA UNIVERSITY
Bachelor of Science
Fine Arts with a concentration
in Graphic Design

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