

ERIN McPARLAND

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ErinMcP.com

EXPERIENCE

MWW Group ACD—2014-2015

Participated in ideation and led the creative execution of digital and social campaigns. Led in the development of detailed UX and visual design for both websites and mobile apps. Created and updated branding across a diverse client base.

M Barry & Co CD—2008-2010 The Joey Company ACD—2006-2008

Created and developed integrated advertising, promotional and marketing campaigns across digital, print and broadcast

Freelance CD & Designer—May 2015-Present

Agency 212, Brand Connections, Epsilon, KIPP Schools, The Weinberg Center for the Arts

Agency 212 CD—2010-2014

Supervised team in the creation of all branding including key art, logos, brand guidelines, character design and websites. Ideated and led in the development of all corresponding integrated marketing materials across digital, social, print and broadcast

Young & Rubicam Sr AD—1995-2005

Developed and executed national, award-winning TV and print campaigns.

COLGATE DOVE FISHER PRICE
AXA KRAFT VIRGIN AMERICA
SAMSUNG CAPITALONE
PEOPLE MAGAZINE MCDONALDS GOLD BOND NAIR
NIKON ADVIL MATTEL MERCK WALGREENS
DCH AUTO GROUP AMALGAMATED BANKS ATKINS RED LOBSTER
BLOCKBUSTER FIRST RESPONSE ICY HOT JUICY JUICE
NATHANS SHARP STRIDE RITE SWATCH BERLEX LABORATORIES
FILM FESTIVALS CULTURAL INSTITUTIONS LIVE EVENTS THEATER
PUBLISHING MUSIC NON-PROFITS

KEY WORDS

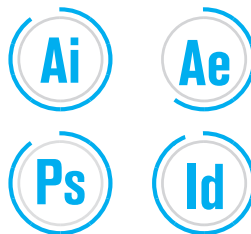
Conceptual
Team Leader Strategic
Presenter Production Expertise
Client Interfacing Problem Solving
Branding Visual Design
UX & UI

MY TOOLBOX

Expert Level: Photoshop, Illustrator, InDesign After Effects Powerpoint, Keynote, iMovie, Paper & Pencil

Working knowledge: Flash, Dreamweaver, Final Cut, Premiere

Basic Understanding: HTML, CSS, Avid, Sketch, InVision



AWARDS

Platinum & Silver Addys
Millward Brown Award
for Product Awareness



EDUCATION

Pratt Institute BFA,
Graphic Design

PERSONAL PROJECT

Uno Kudo - 2012-2015 Lead Art Editor on a non-profit publication that raised funds for International PEN. Responsibilities included: discovering and curating fresh new art, setting the magazine's brand and style guides, establishing design templates, recruiting design and editorial staff, participating in judging and editing the written pieces. Lead in promoting the publication. The publication has grown to include significant new pieces chosen from thousands of submissions internationally.

