

Erinn McKenna

203-913-3690

erinnmckenna.com

erinn.mckenna@yahoo.com

Experience

quip | Designer

Brooklyn, NY | 2022 - Present

- Interprets briefs and determines look-and-feel for multi-channel digital campaigns. Pitches visuals to senior leadership and proactively integrates feedback into deliverables. Manages project timelines and executes final assets.
- Effectively utilizes Illustrator, Photoshop, After Effects, and Figma to design emails, paid media, landing pages, social content, print collateral, branded illustrations, and evergreen motion graphics. Coordinates reviews with Senior Designers and Creative Directors to keep content within brand language.
- Proficiently collaborates with copywriters, creative project managers, and channel stakeholders to implement feedback and deliver final assets according to campaign timelines.

The Children's Place | Associate Graphic Designer

Secaucus, NJ | 2021 - 2022

- Designed brand identity for adult lounge brand, PJ Place. Managed visual launch strategy and designed organic and paid assets.
- Concepted and designed all paid and organic content for retail brands, Sugar & Jade, The Children's Place, PJ Place, and Gymboree.
- Animated all audience facing video graphics, including Instagram, Tiktok, and Youtube, paid ads, and Amazon assets.
- Managed all creative requests from marketing teams, efficiently delegated tasks to creative team while keeping peers' bandwidth and quarterly business deadlines in mind.
- Captured engaging photo and video content on-location at seasonal photoshoots. Art directed integration of captured content into social feed and seasonal campaigns.

Reed Exhibitions | Marketing Design Associate

Norwalk, CT | 2020 - 2021

- Designed print and digital marketing collateral including weekly emails, social media posts, banner ads, event signage, and sales decks for major jewelry tradeshow.
- Planned monthly social content calendars, designed static and animated assets, and wrote copy for major industry tradeshow.

Education

SUNY Purchase, BA in New Media

- President's Award for Achievement, School of Film & Media Studies

Skills

Project Management

Art Direction

Creative Collaboration

Illustrator

InDesign

Photoshop

After Effects

Figma

Motion Graphics

HTML + CSS