



Erin Kane

Website: www.designedbyerin.com

Email: dbekane@me.com

Tel: (772) 774-8609

Cell: (772) 584-2180

Designed By Erin, LLC – Vero Beach, FL
Senior Art Director/Owner (August 2006 - Present)

- Possess the ability to expertly manage the creative process from conception through production with a passion for detail, and dedication to financial parameters and tight timelines.
- Attentive to learning new industry, company, product and/or technical knowledge, and applying that information to the client's business.
- Understand client's brand and marketing objectives, as well as their overall business direction; proactively contribute to their evolution and success.
- Complete working knowledge of most recent version of Adobe Photoshop, Illustrator, InDesign, Acrobat and ImageReady – all on the Macintosh platform.

Client List:

Piper

Nailtiques

David Francis Furniture

I.R. Chamber of Commerce

PD-Go Web Solutions

Realogy Corporation

Wyndham Worldwide

Habitat For Humanity

Vero Beach Heritage Center

Torre Lazur McCann, Interpublic Company – Parsippany, NJ
Senior Art Director (March 2005 - August 2006)

- Responsible for managing the brand through concept, design, presentation, execution and production on assigned accounts.
- Collaborated with copy, create, account services and extended team members to develop and execute award-winning creative strategies for the client's business objectives.
- Provided art direction to and inspired designers, photographers, illustrators, digital artists and other team members for maximizing brand initiatives.
- Established clear direction based on client objectives; distributed workload appropriately based on skill sets, timeliness and talents of team members; communicated well with others on the progress of work and results.
- Possessed exceptional presentation skills, plus the ability to sell creative concepts both internally and externally to clients.

Cendant Corporation, Corporate Communications – Parsippany, NJ
Graphic Designer (March 2000 - February 2005)

- Conceptualized, design and produced a wide variety of promotional packages and marketing collateral for the nine major Lodging Brands most notably, Days Inn, Howard Johnson, Ramada etc., three Real Estate brands including Coldwell Banker, ERA and Century 21 and Vehicle Brands including Avis and Budget. These responsibilities included developing pre-press graphics used in marketing brochures, presentations, newsletters (online or print), sales advertisements, trade show exhibits, and other printed materials. Completed all projects by preflighting files and archiving.
- Planned designed and implemented concepts in coordination with Art Director, including contact with printers and vendors, to ensure quality customer service. Dedicated to delivering timely, high quality and error-free productions, utilizing scanning, photo and vendor research to produce cost efficient options.

EXPERIENCE



EDUCATION

Montclair State University – Upper Montclair, NJ
Bachelor of Arts – December 2001 – magna cum laude
Major – Graphic Design – Minor – Vocal Performance

AWARDS

IRIS Awards – Best in Show and Award of Excellence – Howard Johnson Wags to Whiskers (2004)
ADCNJ Silver Award – Aciphex Pep Talks Drivetime CD (2005)
ADCNJ – Bronze Award – Aciphex "You Write It" Campaign (2006)
RX Show – Award of Excellence – Aciphex "You Write It" Campaign (2006)

