

ERIN LOUISE HANLEY Designer

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EDUCATION Savannah College of Art and Design

1998 - 2002 Savannah, Georgia
BFA in Graphic Design

EXPERIENCE Senior Designer | Weight Watchers

June 2013 - December 2015 New York, New York

Worked on all facets of the Weight Watchers web/mobile experience

Led an internal team that handled all creative requests to the website from various departments in the company

Created logos, illustrations, interactive games & quizzes

Worked closely with the internal photo/video team

Led a team of in house freelancers & off shore designers/developers to roll out the website redesign to over 12 countries

Freelance Art Director

March 2009 - June 2013 New York, New York

Created a variety of projects ranging from custom illustrations and logo design to email & banner designs, client pitches and promotional materials

Clients included Major League Soccer, Weight Watchers, MRM Worldwide, Leadership Council on Legal Diversity, Lucy Corr Village and Form Design

creativ & co | Art Director

December 2006 - January 2010 New York, New York

Concepted & designed print, web & direct mail campaigns

Clients included Hitachi GST, Motorola, Vineyard Theater and MedSave USA

Royall & Co | Art Director

September 2002 - October 2006 Richmond, Virginia

Designed strategic direct marketing & web campaigns for undergraduate admissions offices at colleges around the nation

Clients included Duke University, New York University, Florida Institute of Technology and University of Vermont

The Martin Agency

2001 Richmond, Virginia

Participated in Martin's summer internship program. In addition to receiving an introduction to all the aspects/departments of the agency, the interns were divided into 5 person teams. Mentored by two members of the Martin Agency staff, we were challenged to make a pitch to a potential client. Out of the 4 teams, our presentation was chosen by Martin's upper management and the clients from Target.

SKILLS In front of the computer

Extensive knowledge of Adobe CS

Knowledge & ability to direct or work in tandem with writers & photographers, illustrators, production artists, producers, etc.

Working knowledge of print production & printing techniques

Knowledgeable in ADA compliant design

Away from the computer

Classes/lessons in the following: screen printing, letterpress printing, furniture reupholstering, photography, sewing, jewelry design, drawing and painting