

ERINA DEMPSEY

**ASSOCIATE CREATIVE DIRECTOR /
VISUAL DESIGN LEAD**

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SUMMARY

Erina Dempsey is an Associate Creative Director and Visual Design Lead with 10+ years of experience executing design strategies that deliver compelling verticals; meeting clients and audience with brand vision across agencies, editorial, fashion, entertainment, b2b, and more. Cross-functional to the core, able to pivot fast, concept-first, optimize production logistics, guide team, or communicate challenges and elevate solutions. Erina leads teams with a passion for doing the work, meticulously designing elements and reviewing projects carefully. Dedicated to all work regardless of size or difficulty. Committed to quality, communication, and distilling the story.

EXPERIENCE

Think With Google

Freelance Visual Design Lead / AD | NYC | Apr 2018 to June 2020

- Interim Design Lead across paternity and vacation leave (4+ months), supervising day-to-day TwG Design Department work and operations. Gain first-hand insight and perspective into the unique challenges and qualifications of each role, frequently providing team members with hands-on assistance to teach and guide. Participate in interview process for two new designers and onboarding new hires.
- Serve as Lead Visual Designer and Art Director adding value and insight in weekly meetings for Audience Growth and Editorial; ensuring holistic understanding of all ongoing projects. Seeking to always advance cross-functional collaborative creative processes, implementing design tracker to document and update current design projects and provide an overview of all creative work to other team members.
- Participated in selecting VSA as agency partner in Global Brand Guidelines process. Built outline of guidelines in collaboration with fellow design leadership and promote brand growth and new development.
- **Promotions:** Advocate and build creative for a more conceptual social promotions process. Lead direction and design elements across promotional packages, articles, animations, videos, organic social media channel posts, paid social media content, print advertorials, event promotion materials, and microsites. Collaborate with teammates while closely monitoring and providing detailed feedback for agency partners on externally built promotional work.

- **Editorial:** Review and approve all editorial design work with holistic understanding of the TwG creative process. Lead art direction, designing graphics and layout, while overseeing editorial designer to develop new formats and solutions to support editorial content.

- **Video:** Create the first four unique animated branded content videos for "Lightning Lessons" series while overseeing branding and art direction for two other video series. Contributions include: art direction, concepting, storyboarding, creating illustration assets, and leading collaboration with the animator and VO artist. Lead partnership with other cross-functional teams and expert resources including Primer and Unskippable Labs.

- **Tools/Interactives:** Design and build marketing products with agency partners and internal project managers, including Find My Audience and Test My Site.

Ogilvy & Mather

Senior Art Director / Designer | NYC | Jan 2016 to Jan 2018

Project | Ikea 3-d Billboard: Senior designer and team leader directing Las Vegas store opening billboard concept, supervising copywriting, finding budget efficiencies: orchestrating challenging 3-d logistics delivery with production department. Designed iterations and collaborated on all components with internal departments, vendors, and external agency partners. Campaign Won WPP Award (World Wide Partnership Program).

Clients included: Barclays, Showtime, American Express, Philips, IBM, Comcast, BlackRock, Shark Ninja, and Pitney Bowes, Ikea, Synchrony, Parexel, Christopher & Banks

Ketchum

Senior Art Director / Designer | NYC | Sept 2013 to Jan 2016

Project | Gillette X Avengers: Led design in partnership with Marvel's Avengers franchise to create immense quantity of assets for Razor Superhero PR campaign with Grey as partner agency. Elevating production quality; working hands-on to edit and photoshop entire campaign to meet tight deadline.

Clients included: Gillette, Mastercard, Chase, Fed Ex, Michelin, BF Goodrich, Pernod Richard, Malibu, Glenlivet, Chivas, Hershey's, Reese's, Frito Lay, Nestle, Stouffer's, Libby's, New York State of Health, Fruit of the Loom, P&G, Pfizer, Centrum, Advil, Weight Watchers, IBM, and Isaca

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SELECTED EXPERIENCE

Cheil

Associate Creative Director / Visual Design Lead

NYC | June 2020 to Present

Client | Samsung: Embedded within the SAMSUNG Brand Studio team. Oversee visual design and art direction across projects. Ideate and design assets for Times Square billboard; concept and build comprehensive brand guidelines with toolkits, in collaboration with SAMSUNG ECD. Supervise 2 designers.

Madras Global

Freelance Senior Art Director | NYC | Feb 2018 to Apr 2018

Project | Patheon Rebrand: Led new campaign, creating all moving parts with Design Director. Created animation of paid social banners, social channel assets, ads, OOH Live event creative for DCAT including: Tesla car wraps: worked with vendors to supervise and produce assets.

Clients included: Shark Ninja, Patheon, American Outdoorsman, Factset

McCann

Freelance Senior New Business Designer | NYC | Jan 2018

Project | GE Appliance Pitch: Collaborated with new business team under extremely tight deadline to design and produce multiple assets for a pitch for GE appliance products (Cafe and Haier) deck, boards, guiding junior creatives across every deliverable.

Sylvain Labs

Freelance Senior Art Director | NYC | Jan 2018

Project | Branding for wine product, Frankie: Collaborated to design and art direct branded campaign assets for new wine product Frankie. Included print, billboards, airport ads, in-store promotional signage (shelf talker and shopping cart ads).

TheCOOPERGROUP

Freelance Senior Designer | NYC | Mar 2013

Project | Morgan Stanley Reserved Holiday Campaign: Designed Morgan Stanley Reserved holiday campaign from concept to production, including: brochure, packaging, card, image portal revamp, and banners.

Clients included: Amex, Morgan Stanley

Pomade Design

Freelance Associate Creative Director

NYC | Dec 2012 to Sept 2013

Project | Beauty Bar website redesign: Led art direction and website redesign for Beauty Bar franchise, creating a single website with custom illustrations for multiple locations. Collaborated on all components to create a consistent look and feel while representing each location's unique qualities.

Clients included: The Apparel Group, Foxcroft, Paperwhite

STV

Graphic Designer | NYC | Sept 2008 to Dec 2012

Project | National September 11th Memorial & Museum Poster: Led design and art direction for large format poster incorporating imagery from STV's program management work on One World Trade Center. Involved in the entire process from concept to production.

Clients included: Metro-North, Port Authority of NY & NJ

Johnson & Johnson

Freelance Graphic Designer | NYC | 2008

Project | K-Y products rebranding: Collaborated to design branded assets for multiple K-Y products. Included layout design for packaging, photo editing, product mock-ups, and typography of labels and packages.

EDUCATION

George Washington University - Corcoran College of Art and Design

Bachelor of Fine Art | Washington, D.C | June 2004

Major: Graphic Design

Earned Creativity Scholarship