



NELL MCGUIRE

Senior Art Director

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EXPERIENCE

SAATCHI & SAATCHI WELLNESS | NEW YORK, NY

Senior Art Director October 2016 to Present

Freelance Art Director October 2015 to October 2016

- Responsible for strong conceptual thinking, design, and execution of innovative visual materials for integrated, cross channel assignments.
- Work closely with copywriters to generate creative ideas and concepts to fulfill client objectives.
- Communicate, interpret and manage concepts through sketches, comps and interactive prototypes.
- Work alongside all departments to produce the best response to creative brief.
- Responsible for accomplishing and maintaining the quality of design throughout all phases of the project.

LEIBOWITZ BRANDING & DESIGN | NEW YORK, NY

October 2011 to September 2015

Interactive Designer May 2014 to September 2015

- Designed visually-compelling, smart user experiences with cross-platform perspective.
- Supported large scale digital solutions across channels including responsive site redesigns, social media marketing campaigns, logo animation, and video pre/post production.
- Coordinated with Account Managers to implement client goals and establish timelines.
- Worked closely with Development team to ensure functionality and design integrity are maintained across all relevant browsers and devices.
- Maintained awareness and understanding of emerging trends, standards, and best practices in UX/UI/digital design.

Designer October 2011 to May 2014

- Applied understanding of client goals to create dynamic print and digital design solutions that leverage core brand values.
- Contributed to the creative process from conception through mechanical production with strict attention to details and deadlines.
- Prepared approved files for the printer and served as the point of contact for the outside vendor to ensure all production needs are met.
- Collaborated with account managers, design and production teams to reach client objectives.
- Required knowledge of latest design trends, production techniques, and competition.

CREATIVE GROUP | SAN JOSE, CA

Contract Designer February 2010 to September 2011

Graphic Design, Web Design & Development, and Presentation Design for various agencies and clients.

Partial Client List:

- Rosicrucian Egyptian Museum – San Jose, CA
- Milagro Marketing LLC – San Jose, CA
- Zero Motorcycles, Inc. – Scotts Valley, CA
- Anlagen Global Services LLC – NY

BECTON, DICKINSON AND COMPANY |

FRANKLIN LAKES, NJ

Production Support Specialist September 2008 to February 2010

As a Production Support Specialist and member of the E-learning team, assisted in the development of global marketing, external product training, and internal E-learning training projects, using Adobe Flash, MS PowerPoint, and Adobe Captivate software, as well as audio editing, XML coding, and actionscripting.

EDUCATION

MARIST COLLEGE | POUGHKEEPSIE, NY

Bachelor of Science in Digital Media May 2008

Minor Concentration in Studio Art

Studied abroad in Florence, Italy Spring 2007: attended Scuola Lorenzo de' Medici

3.5 GPA

SKILLS

- Graphic Design, Web Design, Interactive Design, User Experience, Concept Development, Branding, Illustration, Animation, Storyboarding, Video Editing, Photo Editing, Audio Post Production
- Proficient in Adobe Photoshop, Illustrator, InDesign, Flash, After Effects, Dreamweaver, Premiere, Soundbooth, Captivate, Presenter, and MS Office Suite
- Working knowledge of HTML, XML, CSS, ActionScript and JavaScript