

# Erin F. Otwell

## ART DIRECTION

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I am an art director who has had the great opportunity to work in a variety of environments and wear many hats. This experience has made me a strong designer and manager who finds creative solutions, knows the value of collaboration and teamwork, can time manage effectively, and most importantly produce beautiful, successful design.

## EXPERIENCE

### **ASSISTANT ART DIRECTOR** | *Science News*, June 2010–Current

**HIGHLIGHT** Part of team that designed the tablet app for this 92 year old, biweekly, award winning magazine and led it to becoming a consistent product across print, tablet and web and accessible to a larger audience

Member of team that created 2013 magazine redesign; lead on designing and creating master template

Design layouts for news articles, departments, features and covers for each issue in print, tablet and web platforms, including brainstorming and creating additional interactive and intuitive elements for digital content

Work closely with editors and writers to select specific and relevant art to the story and analyze data to create clear and concise informational graphics

Commission and direct illustration and photography of freelance artists, while also creating own custom artwork of graphics and photo illustrations

Created tracking system of all artwork used in web, print and tablet effectively creating a better and more efficient workflow

### **MANAGER OF GRAPHIC DESIGN** | PMK Associates, May 2009–June 2010

**HIGHLIGHT** Brought clients into social media era by introducing them to platforms and creating campaigns that would best serve their respective goals

Art director and designer for public relations firm's client projects

Brainstormed with clients to create multifaceted campaigns involving micro-sites, social media, email and print materials

Managed and designed materials for multiple client projects including white papers, publications, conference materials, websites and presentations

### **DESIGN & PUBLICATION MANAGER** | Olney Theatre Center, January 2006–December 2008

**HIGHLIGHT** Part of teams that consistently grew subscriber and single ticket sales annually when other regional theater companies were losing revenue and subscribers

Designed materials for marketing and PR, including show programs, ads, emails, and signage

Directed photo shoots on shows and maintained photo collection of current and archival imagery

Maintained relations with printers and coordinating production and delivery

Over saw and managed duties of communications assistant

## SOFTWARE & SKILLS

### **ADOBE CREATIVE SUITE**

InDesign, Digital Publishing Suite, Photoshop, Illustrator, Dreamweaver, and InCopy

### **CODING/SCRIPTING**

HTML, CSS, Javascript and PHP

### **MICROSOFT OFFICE**

Word, Excel and Power Point

## EDUCATION

**UNIVERSITY OF RICHMOND** | Bachelor of Arts, Studio Art, 2005

**CDIA AT BOSTON UNIVERSITY** | Certificates in Graphic and Web Design, 2009