

**CONTACT**

erin.c.macgregor@gmail.com

(780) 777 - 9742

**ERIN C.V. MACGREGOR****DESIGNER****DIRECTOR****EDUCATION****Industrial Design***OCAD University**Bachelor of Design**Graduation with Honours & Distinction**2019 - 2023***Art and Design***University of Alberta**Design Cohort Program**2018 - 2019***SKILLS****Organizational**

Writing

French

A2 German

Event Logistics

Design Thinking

Project Management

Team Management

Promotions &amp; Marketing

Trello

Press Releases

Media Interviews

**Technical**

Photoshop

Illustrator

InDesign

Premiere Pro

Fusion 360

Blender

Painting

Sketching

Pattern Drafting

3D Printing

Woodworking

Rapid Prototyping

**EXPERIENCE****Freelance Creative***Self - Employed*

May '23 - Current

An artist, graphic designer and general creative for hire. I create logos, paint murals and anything else you may need. My most notable client so far is Shoppers Drug Mart, for which I painted a mural in a break room.

**Senior Visual Designer***AYR Treatment*

August '24 - Current

Design and development of pitch treatments for advertising campaigns. Advanced layout creation, visual accumulation, and high-quality final visual treatment files. Strategic insights and project schedule management. Collaboration with directors, production houses, and writers.

**Senior Writer***AYR Treatment*

May '24 - Current

Lead pitch writing for treatments on advertising campaigns, aligning with creative vision and project objectives. I weave compelling story concepts, characters, and themes into a tapestry of engaging narratives. Collaboration with other creative professionals, such as directors to strengthen the treatment, as well as revisions and addressing concerns and feedback.

*Experience Continued...*

## EXPERIENCE CONTINUED...

### Junior Visual Designer

*AYR Treatment*

May '24 - August '24

Design, visual research, and development of treatments for advertising pitch campaigns. Reporting to the Direction team for collaboration.

### Director

*OCAD University ID GradEx*

November '22 - May '23

Director for Canada's largest free art show - OCAD University's GradEx. I directed the Industrial Design section, the largest of all the exhibits. Hired members for a student committee, task delegation, creation of workshops, shaping the show's general look and feel. GANTT charting and usage of Trello. Treasurer responsibilities, collecting donations from sponsors and students, receipt filing with the University. Building of displays and murals, acquisition of needed tech for individual works to display properly. Art handling.

### Student Designer

*OCADU x ENSCI Les Ateliers, Paris*

April '22 - May '22

I was selected by OCAD to participate in the Designing for Diversity 2022 exchange between OCADU and ENSCI Les Ateliers, in Paris.

Over the course of the exchange, my team conducted research on site at Ile St. Denis and designed a system to improve the life of the residents there. Our final service design was a monthly floating market and water taxi for the children to visit the myriad of museums in Paris' core - addressing the feelings of disconnection the locals had with the city they lived in.

Our solution also gave the residents a way to celebrate their individual cultural backgrounds via the floating market. This challenge was uniquely difficult, as in France there is a very different mentality to diversity than in Canada. Namely, there was no census data to do with ethnicity for us to work with. The neighbourhood of Ile Ste. Denis is also very poor, and at times dangerous.

### Design Intern

*CANVAS Toronto*

March '22 - April '22

Optimizing of E-Rank, Instagram and other e-commerce services. Line sheet creation and accessory design. Due to my excellent work CANVAS now has a spot in Glamour UK magazine's webshop.

### Content Strategist

*OCAD University*

December '20 - February '21

Materials As Communication - DesignTO 2021

Social media strategy, optimizing, editing, posting, assisted design and structure the expo. Initiated and produced press releases for the exhibit at CAMH. Interviewed with CBC Metro Morning, and won the DesignTO 2021 Herman Miller Award. Festival win was determined using Instagram analytics and exposure, as the festival was online due to COVID-19. OCADU's first and only DesignTO win.

## AWARDS

OCADU Best Thesis in Industrial Design - '23

*Won for my hard work on my thesis, Dall-E and Me.*

DesignTO Best in Exhibition Herman Miller Award - '21

*For Materials as Communication exhibit at DesignTO 2021.*

CBC Metro Morning Featured Artist - '21

## LINKS

### Portfolio:

[www.erinmacgregor.me](http://www.erinmacgregor.me)

### LinkedIn:

[www.linkedin.com/in/erinmacgregordesign/](http://www.linkedin.com/in/erinmacgregordesign/)