

ERIN LANCASTER

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erinlancaster.com

EXPERIENCE

ART DIRECTOR, MOTION + VIDEO CONTENT DESIGN

2018-PRESENT

Apple, Inc. | Cupertino, CA | Apple Media Products, Design

Shapes and leads ideas through video creative, through the entire design process. Develops and designs creative concepts and storyboards based on 3rd party IP, original (long and short form) content, animated, and branded motion graphics content for Apple Arcade. Prototypes visual design work in-situation to present concepts, brief partners, or for final delivery. Creates animatics or animation samples to clearly communicate visual direction when necessary. Pays scrupulous attention to detail, ensuring highest standards of elite video production.

SENIOR DESIGNER

2015-2018

Apple, Inc. | Sunnyvale, CA | MARCOM, Video

Involved in concept generation and execution for product launch films, as well as retail and social videos. Responsibilities include: storyboard design, style development, designing presentation decks, curating on-device content, animating concepts for presentation, social media video content, title & end cards.

ANIMATOR/GRAPHIC DESIGNER

2013-2015

Discovery Communications | Silver Spring, MD | discovery.com

Collaborated with design team to brainstorm and create new design themes and branding for national network programming. Responsible for creating in-show graphics (ie: animated lower-third containers, interstitials, bumps, bugs) title animations, logo development, and designing storyboards & style boards.

MULTIMEDIA DESIGNER

2011-2013

Tier10 Marketing | Herndon, VA | tier10marketing.com

Responsible for creative development and implementation of integrated marketing campaigns for national brands, including: Animation and Video Editing (Broadcast TV Commercials, Web Videos), designing social media ads, targeted ads (email blast and direct mail campaigns), traditional (magazine, newspaper print), collateral (merchandising, point-of-sale), and out-of-home (billboard and signage.)

EDUCATION

MARYLAND INSTITUTE COLLEGE OF ART & TOWSON UNIVERSITY 2007-2011

Received B.S. in Art: Digital Art and Design

SKILL SET

Adobe Creative Suite  After Effects, InDesign, Photoshop, Lightroom, Illustrator

Cinema 4D

Concept Design

Storyboarding

REFERENCES

Joseph Olesh
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