

ERIN FOSTER

EXPERIENCE

Freelance Art Director/Designer

February 2017 – present

Specializing in branding, print, and web design. Clients include the U.S. Postal Service, the U.S. Forest Service, the University of Virginia, Habitat for Humanity New York City, and the Washington State Medical Association.

Art Director

University of Virginia, University Communications. Charlottesville, Virginia

January 2016 – February 2017

Furthered the elevation and articulation of the UVA brand through digital and print projects, including the conversion of *Illimitable* print quarterly to a digital platform and the redesign and relaunch of the University Communications department website.

Senior Tablet Designer

New York, New York Media, LLC. New York, New York

July 2014 – July 2015

Translated print pages of the magazine into interactive, tablet-ready layouts using Mag+ software tools.

Senior Tablet Designer

People, Time Inc. New York, New York

October 2013 – May 2015

Translated print pages of the magazine into interactive, tablet-ready layouts using a combination of Adobe DPS and Woodwing tools.

Associate Art Director

REDBOOK, Hearst Magazines. New York, New York

November 2011 – October 2013

Art directed front-of-book pages and feature stories. Conceptualized visual direction of layouts, assigned photo research and/or illustrations, oversaw photo shoots, designed layouts for digital tablet editions, and helped transition a conceptualized magazine redesign into realized issues.

Freelance Designer

People, Time Inc. New York, New York

May 2011 – November 2011

Designed editorial pages for this weekly magazine in a fast-paced environment. Worked closely with the edit and photo teams to create successful pages in a swift manner, with a pop-minded emphasis on bold color and typography.

Editorial Designer

ELLE DECOR, Hachette Filipacchi Media. New York, New York

August 2010 – April 2011

Designed pages with an emphasis on a sophisticated sensibility and finessed typography. Assisted the Creative Director in all editorial design duties to ensure consistency from cover to cover. Contributed and implemented fresh ideas to the design, editorial, and web teams.

Promotions Designer

ELLE DECOR and Metropolitan Home, Hachette Filipacchi Media. New York, New York

May 2009 – August 2010

Designed in-book advertorials, promotional pages, event invites, signage, and e-blasts, working alongside the Promotional Art Director and the Luxury Design Group sales and marketing teams.

Art Director

American Photo: On Campus and Pop Photo: College Edition, Bonnier Corporation. New York, New York

September 2007 – April 2010

Conceptualized a fresh design direction for these photography magazines distributed to college students across the country. Worked closely with the editors of each title as well as the production staff to ensure most desirable print standards and quality were achieved.

Senior Promotions Designer

American Photo and Popular Photography, Bonnier Corporation. New York, New York

May 2006 – June 2009

Designed print and web materials for the sales departments of all three magazines. Organized the production and printing of all materials. Contributed frequently to copy writing tasks. Collaborated with the marketing and production departments to execute design projects.

AWARDS

The Society of Publication Designers: Tablet App of the Year 2016 (Silver)—*New York*. Tablet/Entire Issue, “Cosby: The Women” (Gold)—*New York*. Communication Arts 2017 Design Competition: University of Virginia, *Illimitable Quarterly* Vol. 4, shortlisted finalist.

SKILLS

Expert knowledge of Adobe Creative Suite and Sketch. Experienced in HTML and CSS.

EDUCATION

BFA in Graphic Design

University of Georgia. Athens, Georgia