

Quinn McLaughlin

Digital Designer

Contact

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Nashville, TN

Experience

Sept 2021 – Nov 2023

Brand Designer *Revance Therapeutics Inc.*

- Ensured a consistent and impactful visual representation across various touchpoints, including events, presentations, print materials, internal communications, emails, HR initiatives, and logos.
- Collaborated seamlessly across brands, contributing to social media strategies, conceptualizing marketing campaigns, and crafting engaging marketing emails. Flexibly provided design support to other brands while maintaining a primary focus on the corporate brand.
- Ideated and delivered compelling and memorable designs for a wide range of corporate events and presentations, enhancing brand presence and effectively communicating Revance Therapeutics' innovative positioning within the industry

Dec 2021 – June 2023

Contract Production Artist, Part-Time *Living Proof Inc.*

- Expanded campaign designs and imagery seamlessly into homepage/hero banners, Google Ad spots, and engaging animated social executions, amplifying brand visibility and impact.
- Expertly retouched the company's extensive image catalog for product photoshoots and rebranding materials, ensuring a refined and cohesive visual representation.
- Applied creative stylization and corrections to imagery, infusing an eye-catching and festive aesthetic into the 2021 Holiday campaign and packaging.
- Demonstrated adaptability by jumping in to design email touch-points and campaigns during peak workloads, ensuring a consistent and high-quality output.

Oct 2019 – Dec 2020

Contract Designer *Reebok*

- Spearheaded the look and feel of Reebok First Pitch, an external microsite initiative designed to drive engagement. This included conceptualizing the interactive functionality, allowing users to vote on pre-rendered shoe designs, effectively gauging consumer interest and generating anticipation. Led the creation of all assets for the First Pitch Announcement, Launch, and subsequent shoe drops.
- Applied precision to retouching and color correction of imagery for Reebok's 2020 global holiday toolkit, ensuring a visually stunning and cohesive representation aligned with the brand's global standards.
- Produced a diverse range of assets, including social ads, display ads, CRM content, and homepage assets. Contributed to the success of US activations for promotions and shoe launches through visually compelling and strategically designed materials.

Sept 2018 – Oct 2019

Associate Designer *Rue Gilt Groupe*

- Designed high-performing promotions and immersive experiences for Rue La La and Gilt's homepages and CRM, contributing to the overall success and engagement of these platforms.
- Orchestrated the creation of assets for brand partnerships with industry giants like Westin, Pandora, Vince, and Access Hollywood, ensuring seamless integration of collaborative efforts into Rue Gilt Groupe's visual landscape.
- Provided mentorship to contract and junior designers, overseeing and approving assets before submission for final approval by senior designers. Played a pivotal role in maintaining the quality and consistency of design deliverables.
- Led the conceptualization of Rue La La's Holiday 2018 flash sale creative, infusing innovation and creativity into the brand's holiday marketing strategy.
- Offered expert advice on complex retouching and photo-editing requirements for the entire design team, ensuring a high standard of visual excellence across all projects.

Education

2015-2017

Emerson College Bachelor of the Arts

Skills

Technical

- Adobe Photoshop
- Adobe InDesign
- Adobe Illustrator
- High-End Retouching
- Microsoft Office
- Photography
- Art Direction
- Typography
- Social Media
- Adobe XD
- HTML/CSS Proficiency
- Branding
- Digital Marketing
- Adobe After Effects

Personal

- Adaptability
- Creative Thinking
- Brainstorming
- Collaboration
- Empathy
- Dependability
- Level-Headedness
- Humility