

# erin allen

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## Experience

### Logitech, Art Director/Designer

February 2024 - Present // San Francisco, CA

- Lead CGI artists in creating cohesive 3D-rendered videos and photography
- Communicate movement and lighting references for realistic visuals within Unreal Engine
- Brainstorm multimedia ideas promoting new products within Logitech gaming
- Develop and present creative decks to various marketing teams for approval to launch
- Guide production designers through new brand guidelines to create campaign assets

### Meta, Junior Art Director

April 2022 - September 2023 // San Francisco, CA

- Conceptualized inspiring uses of the metaverse bringing value to consumers' lives
  - *Sold one of these concepts and oversaw its production on set*
- Led the launch of 200+ global media assets providing visual feedback to design partners
- Prepared visual mock-ups and proposal decks leading to marketing team approval
- Improved team efficiency by designing print/digital templates for short turnaround campaigns
- Trained senior creatives on new platforms like Figma and Midjourney
- Co-led branding for Meta's creative talent program resulting in an application increase

### Goodby Silverstein & Partners, Art Direction Apprenticeship at The Academy

March 2022 - March 2023 // San Francisco, CA

- Selected out of 400+ applicants to participate in the inaugural year of their in-house ad school
- Partnered with CDs and ECDs to build over 80 visually appealing campaign assets and decks
- Accomplished a product shoot collaborating with the in-house photographer
- Managed [The Academy TikTok](#) leading to a increase in applications for the next cohort

## Skills

After Effects   DALL-E   Figma   Illustrator

InDesign   Keynote   Meta Spark   Midjourney

Photoshop   Sketch   Premiere Pro

## Education

The ONE School Chicago  
Art Direction

Loyola University Chicago  
BA in Advertising/Public Relations