

# ERIN TOLAND

Digital Design Director

New York, NY

Digital Design Director with over ten years of experience within the digital space. I love adapting to the ever changing digital world and encouraging my team to create the best user experiences possible. It is important for me to have a clear understanding of the development process so I can help build and deploy the products I design.

## WORK EXPERIENCE

### LINCOLN CENTER FOR THE PERFORMING ARTS

Digital Design Director | Oct, 2018 – Current

I manage a team of designers and developers and oversee all of the UX and UI for every digital product that Lincoln Center produces.

### LINCOLN CENTER FOR THE PERFORMING ARTS

Associate Creative Director | Oct, 2015 – Oct, 2018

I work alongside the Chief Digital Officer, and my team of creatives to bring Lincoln Center to the forefront of the digital world. I conceptualize and execute the design of many different digital experiences including immersive websites, apps and eventually VR. Our goal is to expand Lincoln Center's reach globally while maintaining the brand integrity that it has cultivated for over fifty years.

### ZINDIGO

Digital Art Director Digital Art Director | Sep, 2014 – Oct, 2015

On the management team, I worked with the development and marketing groups to design and create e-commerce solutions along with better user experiences. I am responsible for art directing, designing, and building all of the content that goes into our daily online publication Zindigo Daily. From photo research to product comps and layouts, I work with the fashion director to deliver the best possible product, both visually and through UX.

### HEARST DIGITAL

Art Director for ELLE.com | Aug, 2013 – Sep, 2014

I worked as the Art Director on ELLE.com to simplify the design of the site, create a better user experience and build new products and templates. I work closely with the editorial team to create custom designs so they can better deliver content to their audience.

## HEARST DIGITAL

Jr. Art Director | Mar, 2012 – Aug, 2013

Working with an Art Director along with a great design team on all the Hearst sites including; ELLE, ELLE DECOR, Delish, Real Beauty, Cosmo, Esquire, Marie Claire and more. My goal, as well as my team's goal is to design and build innovative websites that gain customer loyalty and reliable revenue.

## HEARST DIGITAL

Sr. Designer | Dec, 2007 – Mar, 2012

Worked alongside a great design team on all the Hearst sites including; ELLE, ELLE DECOR, Delish, Real Beauty, Cosmo, Esquire, Marie Claire and more. My goal, as well as my team's goal is to design and build innovative websites that gain customer loyalty and reliable revenue.

## RODALE

Sr. Designer | Jan, 2006 – Dec, 2007

Second to the Art Director, worked on client pitches and developed them into micro-sites as well as created in-book advertorials for campaigns such as Volvo, Saturn, Chevy and Olay.

## EDUCATION

### FASHION INSTITUTE OF DESIGN & MERCHANDISING

AA - Merchandise Marketing | Jan, 2001 – Jan, 2003

## SKILLS

Specialties: Sketch, Invision, Photoshop, Illustrator, InDesign CSS HTML5 JavaScript  
Wordpress Agile Project Management/SCRUM Proficient and skilled in photography  
Equipment Used: 5D MKIV Lightroom

## CONTACT INFORMATION

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