

# ERIN TOLAND

Sr. Director, Digital Design

## DETAILS

### ADDRESS

NYC | PNW | LA  
United States

### PHONE

+1 323.365.5136

### EMAIL

mynycincolor@gmail.com

## LINKS

[Portfolio](#)

[LinkedIn](#)

[Photography](#)

[Instagram](#)

## SKILLS

Digital Strategy

Management

Leadership

Design

UX

## PROFILE

I have been working in digital for seventeen years, from design and creative direction to development and strategy. My focus is always on adapting to the ever-changing technology while fostering up-and-coming talent within the digital space. There is no challenge too big to tackle when approached with the proper mindset, discipline, and skill.

I have been working full-time throughout my entire career, a testament to my work ethic and commitment to every project and team.

## EMPLOYMENT HISTORY

**Sr. Director, Digital Design, Lincoln Center  
for the Performing Arts** New York

Oct 2020 — Present

During this challenging and unprecedented time, I was able to take Lincoln Center into a fully digital space. I work with my team to evolve and refine Lincoln Center's digital experiences while strategizing with the organization on future innovations.

**Digital Design Director, Lincoln Center for  
the Performing Arts** New York

Oct 2018 — Nov 2020

**Associate Creative Director, Lincoln Center  
for the Performing Arts** New York

Oct 2015 — Oct 2018

Worked 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.

**Digital Art Director, Zindigo** New York

Sep 2014 — Oct 2015

## HOBBIES

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I am a blockchain/Web 3/crypto enthusiast, I spend my free time researching and writing for online publications under a pseudonym. When I'm not fully immersed in all things tech, you can find me outside studying the light and photographing nature's details.

On the management team, I worked with the development and marketing groups to design and create e-commerce solutions along with better user experiences.

### **Art Director for ELLE.com, Hearst Digital**

New York

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.

### **Jr. Art Director, Hearst Digital**

New York

Mar 2012 — Aug 2013

### **Sr. Designer, Hearst Digital**

Dec 2007 — Mar 2013

### **Sr. Designer, Rodale**

New York

Jan 2006 — Dec 2007

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## EDUCATION

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### **AA, Fashion Institute of Design & Merchandising**

Los Angeles

Jan 2021 — Jan 2021