



Erin Toland, Senior Director, Digital Experiences & Strategy

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PROFILE

Accomplished Senior Director of Digital Experiences & Strategy with over nine years at Lincoln Center for the Performing Arts, expertly steering the organization through significant digital transformations. Directly reporting to the Vice President of Marketing, I oversee a versatile team of developers, web producers, copywriters, and content strategists, ensuring exemplary digital engagements across all platforms. I am pivotal in managing comprehensive digital signage strategies and leading innovative projects such as a cutting-edge metaverse initiative and a generative AI concierge service, setting new standards in the performing arts sector. Previously, I was instrumental at Hearst Digital in art directing and designing major digital properties like ELLE, Harper's Bazaar, and Cosmopolitan, earning the prestigious Hearst Spotlight award for developing enduring native advertising products. My recent completion of an MIT course on AI and Business Strategy further enriches my capability to blend advanced technology with strategic business solutions, aiming to keep Lincoln Center at the pinnacle of digital innovation.

EMPLOYMENT HISTORY

Sr. Director, Digital Experiences & Strategy, Lincoln Center for the Performing Arts

Jan 2023 — Present, New York, NY

- Spearhead the creation and execution of innovative digital strategies, overseeing a multidisciplinary team to ensure seamless user experiences across all platforms.
- Lead the development and implementation of groundbreaking digital initiatives, including the pioneering metaverse project and the innovative LLM AI concierge.
- Direct the design and implementation of advanced biometric facial recognition technology, enhancing security and personalization for patrons.
- Manage all aspects of digital infrastructure, including servers, databases, and cyber security protocols, ensuring the reliability and integrity of digital products and services.
- Responsible for producing all special digital products, driving innovation and pushing the boundaries of digital engagement in the performing arts sector.
- Manage a team of web developers, producers, and digital signage content managers to ensure cohesive user experiences across all digital platforms, including websites, mobile apps, and digital signage.
- Develop and implement digital marketing strategies that boost audience engagement and ticket sales, leveraging cutting-edge technology to optimize user interaction and audience growth.

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

Oct 2020 — Jan 2023, New York, NY

- Successfully transitioned Lincoln Center to digital platforms amid the pandemic with the launch of Lincoln Center at Home.
- Collaborated with team members to enhance digital experiences, ensuring continuous improvement and innovation.

SKILLS

Digital Strategy
Development

Creative Leadership

Team Development and
Empowerment

Product Lifecycle
Management

Strategic Marketing

User Experience (UX)
Design

Innovative Design
Thinking

- Played a key role in strategizing future technological advancements to support the organization's goals.

Digital Design Director, Lincoln Center for the Performing Arts

Oct 2018 — Oct 2020, New York, NY

- Proactively met organizational digital needs by refining and iterating on all digital experiences amidst rapid technological changes.
- Enhanced user interface and user experience across Lincoln Center's digital platforms, ensuring alignment with evolving technology and audience expectations.
- Led the design and development of innovative features to improve accessibility, engagement, and functionality.
- Collaborated with cross-functional teams to integrate new technologies and streamline digital processes.

Associate Creative Director, Lincoln Center for the Performing Arts

Oct 2015 — Oct 2018, New York, NY

- Led a team of digital designers and developers to position Lincoln Center at the forefront of the digital realm.
- Conceptualized and executed a variety of digital experiences, including immersive websites, applications, and virtual reality projects.
- Aimed to expand Lincoln Center's global reach while preserving the brand's integrity and heritage of over fifty years.

Digital Art Director, Zindigo

Sep 2014 — Oct 2015, New York, NY

- Served on the management team, collaborating closely with development and marketing to design and implement e-commerce solutions.
- Enhanced user experiences, increasing customer satisfaction and engagement on digital platforms.
- Spearheaded the integration of innovative design strategies to improve online shopping interfaces and functionalities.

Art Director for ELLE.com, Hearst Digital

Aug 2013 — Sep 2014, New York, NY

- Streamlined ELLE.com's design, enhancing user experience and developing new products and templates.
- Collaborated extensively with the editorial team to create custom designs that improved content delivery.
- Recognized with the Hearst Spotlight Award for pioneering the first-ever native advertising suite of digital products.

Jr. Art Director, Hearst Digital

Mar 2012 — Aug 2013, New York, NY

- Spearheaded web design and UX initiatives across all core digital properties including ELLE, Harper's Bazaar, Town & Country, Esquire, and Cosmopolitan.
- Implemented innovative design strategies to enhance user engagement and optimize site aesthetics.
- Collaborated with development teams to ensure seamless functionality and cohesiveness across platforms.

Sr. Designer, Hearst Digital

Dec 2007 — Mar 2012, New York, NY

- Led design enhancements and user experience improvements for Hearst's flagship digital properties, including ELLE, Harper's Bazaar, Town & Country, Esquire, and Cosmopolitan.
- Developed user-centric design solutions that significantly increased engagement and streamlined user interfaces.
- Worked closely with cross-functional teams to integrate design concepts with technical implementations, ensuring brand consistency across all platforms.

Sr. Designer, Rodale

Jan 2006 — Dec 2007, New York, NY

- Designed a suite of digital advertising products, enhancing the visual and functional aspects of online campaigns.
- Pioneered innovative ad formats and interactive features to boost user engagement and advertiser satisfaction.
- Collaborated extensively with marketing and tech teams to ensure seamless integration and deployment of ad solutions.

EDUCATION

Massachusetts Institute of Technology (MIT), AI & Business Strategy

Jun 2023 — Sep 2023

- Advanced expertise in leveraging artificial intelligence technologies to drive strategic business decisions and optimize operational efficiency.
- Comprehensive understanding of the intersection between AI, data analytics, and business strategy, with a focus on implementing AI-driven solutions to address complex organizational challenges.
- Equipped with the analytical skills and strategic mindset to identify opportunities, mitigate risks, and lead digital transformation initiatives across diverse industries.

Fashion Institute of Design & Merchandising, Merchandise Marketing

2000 — 2002, Los Angeles

- Specialized in the strategic and analytical aspects of merchandise marketing, focusing on market trends, consumer behavior, and brand management.
- Developed a comprehensive understanding of the fashion industry, equipping me with the skills to effectively analyze and respond to evolving market dynamics.

Academy of Art University, Graphic Design

1998 — 2000, San Francisco

- Acquired a robust foundation in graphic design principles, including typography, color theory, and visual communication.
- Engaged in hands-on projects that emphasized creative problem-solving and technical skills, preparing for professional roles in diverse design environments.