

whiteside

Whiteside Creative

Founder + Designer + Content Creator
Boston, MA Summer 2016 – Present

New England based creative/marketing brand. Designing, curating and styling content for custom installation projects, focusing on products and lifestyle brands. Heavy direction on interior design/styling promoting sustainable living and locally based companies at an affordable cost without compromising design aesthetic.

The Architectural Team

Interior Designer

Chelsea, MA Winter 2015 – Summer 2016

Managed/designed internal office renovation of historical naval building in collaborating with marketing team, in keeping with the firms overall aesthetic. Worked directly with firm principals for commercial front end design visioning, programming, and site/building organization. Created strong conceptual/graphic presentations for projects including urban design, mixed use and masterplanning. Contributed to design advice/oversight throughout subsequent phases of projects. Developed CD details supporting building concepts as well as the selection of materials/finishes.

Verdant Gardens Design

Art Director + Designer

New York, NY Spring 2014 – Summer 2015

R&D visioning for projects, transformed into schematic designs. Created spatial and conceptual plans with focus on the Client's needs/wants. Developed well thought out hand and 3D renderings, these being time sensitive for each project's budget and the client's aesthetic. Created presentations for new and existing projects from; plant proposals, material proposals, SD proposals, and DD proposals. Managed the design process and coordinated with Principal and creative team on project's goals and deadlines. Created/revised projects budgets; design, installation and materials. Formed detailed presentation documents for; Building Boards, Management Companies, and D.O.B. Draft Construction Documents for custom millwork, fencing, trellising, and metal work etc. Coordinated with contractors and assisted in management with the installation process. Assisted in management of project installations, coordinate with Principal on deadlines and oversaw installation teams progress.

Anthropologic

Visual Sales Associate + Store Opening

Chestnut Hill, MA Fall 2013 - Spring 2014

Visual display creation/installation to support store opening. Conceptualized and collaborated in the creation of 3D displays/artwork, large and small. Incorporated personal artistic vision. Manipulation of materials, with knowledgeable use of power tools.

Mar Silver Design

Draftsperson + Jr. Interior Designer

Westport, CT Winter – Spring 2013

Managed/maintained materials library while creating an efficient organized system. Maintained lighting and furniture plans/schedules. Collaborated on custom designs with architects, concerning millwork and furniture. Initiated hand and computer renderings for client proposals.

Mary Delaney Interior Design

Design Assistant + Jr. Project Manager

New York, NY Spring – Fall 2012

Created plans and elevations. Assisted in design of custom millwork, furniture, and lighting. Worked on site for installations and collaborated with clients, contractors, and vendors. Managed sourcing, research, purchase orders, schedules, and quotes.

ERICA WHITESIDE

Designer +

Content Creator

Boston, MA

(508) 269-3392

hello@ericawhiteside.com

www.ericawhiteside.com

@little_whiteside

EDUCATION

New England School of Art and Design at Suffolk University

BFA Interior Design 2011

Senior Thesis Design

Excellence Award

NCIDQ Certifications (1/3)

Interior Design Fundamentals

Exam 2016

Boston Architectural College

Landscape/Architecture

Continuing Ed. 2017 - Present

SKILLS

Interior Styling, Content Creation, Product Styling, Conceptual Visioning, Urban Landscape Design, Residential Design, Retail Display, Project Management, 3D/Hand Drafting and Rendering, Fine Motor Skills, Auto Cad, Auto Desk Revit, Adobe Creative Suite, Sketch Up, Wordpress, and Microsoft Office.

ABOUT ME

I create refreshing style derived from nature and everyday experiences. I thrive in a collaborative, creative, team environments. I work diligently to produce professional projects and maintain being a perfectionist when it comes to execution.

INTERNSHIPS

Anthropologic

Visual Display Assistant

Dedham, MA 2011

Created by hand, in-store visual installations with creative team on a daily basis, to ensure each installation had a unique aspect to the design.

Zamforia

Jr. Creative + Visual Designer

Quincy, MA 2009

Created custom mosaic countertop and wall mural for interior design of store space. Website/merchandising design and marketing assistance.

Whiteside Property Management

Jr. Administrative Renovator

Greater Boston, MA 2004-2012

Assisted in antique residential renovations from kitchens/baths/exterior.