



## BRIAN MCCUE

ASSOCIATE CREATIVE DIRECTOR

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WHOISMCCUE.COM

## EXPERIENCE

RAZORFISH | ASSOCIATE CREATIVE DIRECTOR

09/07-PRESENT

- Served as creative lead and managed creative teams through all phases of work from strategy through production
- Worked with clients and account leadership to uncover and identify business requirements and develop strategies to achieve business objectives
- Helped project managers with scoping efforts by providing time and resource estimates
- Collaborated with and led teams that included design, UX, copy, tech, QA, & analytics
- Created on-brand, on-strategy compelling creative for digital advertising campaigns, corporate sites and e-commerce sites
- Worked with a major insurance and financial company on digital strategic direction, design and user experience to help them expand market leadership
- Mentored, coached and managed creative staff
- Participated in new business development efforts
- Created presentation decks and presented work directly to clients

EDELMAN WORLDWIDE | SENIOR DESIGNER

09/03-09/07

- Designed and art directed corporate branding and identity systems, annual reports, ads, brochures, marketing collateral, direct mail and environmental design
- Managed and provided art direction to junior staff, photographers and illustrators
- Facilitated brainstorm sessions, photoshoots, press approvals and client presentations
- Managed the technological aspects of the design department, including budgeting, purchasing and service of all equipment

CONVERGENCE | SENIOR DESIGNER

04/02-08/03

- Designed brochures, ads, reference guides, marketing materials, websites, direct response email campaigns and interactive kiosks

2820 DESIGN | DESIGNER

09/00-04/02

- Focused on design solutions in all media; created visual identities for clients in digital, print, broadcast, and interactive formats

COTTON & COMPANY | DESIGN INTERN

05/00-09/00

- Mechanical revisions, document collects, website planning and design, digital media, large format outputs, scanning and photo retouching

## EDUCATION

UNIVERSITY OF CENTRAL FLORIDA

- Bachelor of Arts in Graphic Design
- Certificate in Digital Media

## SKILLS

EXPERT	VERSED	DABBLE
Photoshop	Photography	HTML
Illustrator	Illustration	CSS
InDesign	Sailing	Javascript
Office	Motorcycles	Flash