

ANDREW MCCARTHY

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SUMMARY

Accomplished transformational graphic design production operations director of advertising, branding, & packaging in NYC

- My engaging personality & dedicated work ethic are renowned for sustaining dynamic partnerships & resourceful leadership
- Years of success are shaped by intimacy with workflow efficiency analysis, project management, talent development, client/vendor relations, technology implementation, storage optimizing, design principles, production, manufacturing, retouching, & copyediting
- Adobe Creative Cloud expertise (Illustrator, InDesign, & Photoshop primarily); adept in Microsoft 365 & Google Workspace; capable in Mural, FigJam, Figma, HTML/CSS, Frontify, Workfront, Smartsheet, Trello, Basecamp, Noosh, & AEM Assets

EMPLOYMENT

LIPPINCOTT DESIGN PRODUCTION DIRECTOR OCT 2020–PRESENT

Upskilled omnichannel production at award-winning branding consultancy for clients including Bombardier, Entergy, & State Street

- Define brand-elevation technology & production solutions for colleagues across disciplines & clients in varying industries
- Assess business affairs variables (advantages, risks, costs) & efficacy of SaaS platforms, stock media vendors, & AI tools
- Instituted precise protocols, new QA/QC & motion production roles, & right-sized team to match volume & revenue growth

PURE PRODUCTION STUDIO MANAGER MAY 2019–OCT 2020

Led on-site & off-site ad agency campaign production workflows for Bright Health, Ketel One Vodka, & Virgin Atlantic

- Executional service partner for creative agency clients; devised automated custom Workfront project management streams

RAPP DIRECTOR OF PRODUCTION NOV 2018–MAY 2019

Governed production & web development of B2B & B2C marketing in digital, print, & OOH for Capital One, SAP, & Spectrum

LANDOR SENIOR IMPLEMENTATION MANAGER JULY 2017–NOV 2018

Constructed production-ready identity systems inclusive of logos, image assets, colors matched across spaces, & usage guidelines

- Collaborated across disciplines to formalize branding continuity for Aptiv, Barclays, Choice Hotels, Dow, Janssen, Leviton, & S&P

STUDIO ALL-STARS CREATIVE OPERATIONS CONSULTANT JULY 2016–JULY 2017

Formulated service solutions for clients including Bartle Bogle Hegarty, Burson, Gotham, New York University, PVH, & R/GA

- Expanded Seamless.com campaign at BBH; regulated pharma video editing at Burson; crafted SaaS deployment governance at PHV

THE MARTIN AGENCY STUDIO MANAGER MAR 2014–JULY 2016

Produced 360° advertising & credit cards for Citi/American Airlines, Radio City Rockettes & Sunglass Hut

- Staged ambitious global campaigns: retail outfitting, activations, airport & subway dominations, car/bus/jet/tram/train wraps
- Originated the enduring Citi/American Airlines *Citi/AA* Advantage credit card topographic map designs in multiple tiers

GOTHAM ASSISTANT DIRECTOR OF STUDIO OPERATIONS JULY 2008–DEC 2013

Oversaw industrious studio servicing Essie, Hennessy, Lindt, L'Oreal, Lufthansa, Maybelline, & Newman's Own

- Gotham, Maybelline's global agency of record, has crafted all strategies & visuals for product launches & campaigns
- Managed artists, retouchers, & proofreaders generating digital, print, POS, & OOH ads for clients & their agency partners
- Negotiated studio fees; complied w/brand guidelines; co-authored procedural manual; co-managed DAM storage

EDUCATION

HUNTER COLLEGE, CUNY BA, STUDIO ART MAGNA CUM LAUDE