



MCCARTHY
DESIGN & MEDIA SOLUTIONS

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EXPERIENCE

PUBLIC-MEDIA 2007-- Present

Los Angeles, Ca
Senior Art Director

KKMEDIA 2004-2007

Los Angeles, Ca
Creative Director

MCCARTHY DESIGN 2000-2008

Los Angeles, Ca
Owner / Designer / Developer

SURF- 501(C)3 SURFERS UNITED RECOVERY FOUNDATION

Los Angeles, Ca
Founder / President

LANATURA 2004

Los Angeles, Ca
Contract Art Director

CHOCOLATE SUN 2005-2007

Los Angeles, Ca
Contract Art director

APPLICATIONS / TECHNICAL PROFICIENCY

Mac Environment	GoLive
Photoshop	Flash
Image Ready	Dreamweaver
Illustrator	Microsoft Word
InDesign	Power Point
Dreamweaver	Excel

EDUCATION

Senior Cal State Fullerton BFA Graphic Design 1992
Graduate OCC Costa Mesa Ca 1989
Graduate Tustin High School 1986

Creative Management

- Management of small to large-scale projects of entire web/print process: concept, design, production, testing and release
- Project planning/development of approach, goals, objectives coordination in quality assurance testing/maintenance of all deliverables' integrity/quality
- Prioritization and Conscientiousness through project cost/benefit analysis based on resource availability, expected/desired outcomes
- Actively maintaining team awareness of project timelines, workload issues, progress briefings
- Advisement on client review dates, approvals, deliverables to Project Managers and Account Managers
- Diligence/Initiative-taking on follow-ups with client: deadlines, feedback and approvals
- Asset Management: outstanding digital materials, server organization
- Presentation materials preparation, i.e. creative reviews, marketing and design pitch and presentation
- Demonstration of daily, consistent technical expertise, internally and externally
- Multiple task organization in role as inter-department liaison, fostering collaboration on related projects
- Internet design and development team management, orchestration in rich media website development
- Facile Interaction with clients and administrative staffs/account representatives

Services

Web Site Design	SEO Consultaion	Branding	Marketing Consulting	Direct Mailers
Multimedia Websites	HTML Newsletters	Identity	Creative Direction	Vector Illustration
Web Consulting	Banners	Corporate Reports	Art Production	Hand illustration
Site Wire Frame	Flash Design	Annual Reports	Event Design	Antiquated Multi Media
Site Architecture	Photography	Catalogs / Brochures	Event Management	Oils/Acrylics/ Pencil/ Pen
Interactive Design	Digital Image Editing	Line Sheets	Music Production	Screen Printing

Internet Art Direction, Design and Management

- Design/Development/Deployment: Site GUI, Wire Frame, Architecture, Basic database flow/requirements, HTML Newsletters, Banners, Static, Flash, Animated .gif
- Extensive experiential/formal knowledge of all web disciplines: project management, design, architecture, user experience, and database fundamentals
- Strong ability to design engaging and unique interface/navigation of web & multimedia projects
- General understanding of web-based technology platforms for information/content management, portal framework, e-commerce, Information architecture, media delivery and SEO
- General knowledge of Internet code platforms and functionality, HTML, XHTML, XML, Java, Ajax, and PHP
- Comprehensive Management updating content of existing company and client websites
- Client business goals articulation-- overall strategies, complex production, making recommendations in design/interface issues with team members
- Project plans documentation, business/case requirements
- Multiple project management involving complex competing deadlines/contingencies
- Continuous self-motivated education in cutting-edge trends, technologies, theories

Print Art Direction, Design and Management

- Creative concepts production and effective pitching of ideas, strategies, execution of final design
- Translation in cost-effective marketing concepts and retail communications
- Diplomatic Handling/Management of total Creative Department: artists, copywriters, photographers, support staff
- Effective Translation and Consulting in full phases of commercial artwork creation, conceptualization, layout, final design and production for large number of advertising and promotional materials
- Successful execution in publication art direction/design, layout, illustration, photography, photo editing/retouching
- Providing creative direction and/or working directly on projects not limited to Branding, Advertising Design, collateral pieces, direct mail flyers, packaging design, P.O.P. displays, T-shirt design, Press/ Media kits, Fashion Line Sheets : DVD/CD and Cosmetic packaging. speculative and conceptual work
- Approval and Authority: press runs, copy, layout creative adjustments, final materials
- Facilitating Discernment/Judgement in sophisticated production of both modern and antiquated print technologies: hands-on selection of paper and ink products individually selected for finer specifications
- Consistently responsibility in scheduling work with printers and other vendors, obtaining print estimates/ media buying

CLIENT LIST

CORPORATE

ALINE MEDIA
BENTON MORTGAGE GROUP
CAL EXPRESS
ELIMBANK
ENTERTAINMENT MORTGAGE
GREEN RAY
JF ZIMMELMAN
HYPE AGENCY
LAW SCRIBE
NUMASK
OSI- ORTHOPEDIC SCIENCE INSTITUTE
PIE
PRAGMATIX
STATEK
TIPS OF THE TRADE
VINE EQUITY
WESTWAYS

FASHION JEWELRY COSMETICS

AEGIS
ARKIKO
ANTIK DENIM
BLUE HOLDINGS
CHIC-LIFE
CHOCOLATE SUN
DOUBLE CROSS
EMA SAWAHL
FAITH
FORPLAY
GEOFF THOMAS DESIGNS
GOA USA
HIPS AND CURVES
J.L. MARKS
LANATURA
LONDON SOUL
MBLEM
NAGUAL
RICARDO MANZO
ROBBIE FRENCH
RVCA
SHOP HARMONIE
TAVERNITY SO JEANS
TWIRLS AND TWIGS
VINTAGE REBEL
YANUK

ENTERTAINMENT, MUSIC

BIG HELIUM ENTERTAINMENT
BILLY GOAT PRODUCTIONS
CENTERLINE MUSIC
CLUBA BEYOND THE CARS
FLUID AUDIO
Geffen RECORDS
JACKSHIT
JIM WILSON
KOCH RECORDS
LPS
LOVEABLE MUTTS
MASTERS OF HORROR
MATT TRIBER BAND
MERCURY SOUND STUDIOS
MONOM RECORDS
MARK PORTMAN
MIRACLE MILE MUSIC
NEWLINE CINEMA
PEACEMAKER PICTURES
SONG STEW
SOUL SURF MEDIAWEST INDIAN GIRL
WILLOW BAY MUSIC

FOOD AND BEVERAGE

ALLGRIA
BELAMAR HOTEL
CA DEL SOL
CHIC-LIFE.COM
CORAL TREE CAFE
FELICIA'S GOURMET FOODS
FEM
GREENOPIA
IVY SPA CLUB
JOSS RESTAURANT
MARANI SPIRITS/VODKA
MR CULINARY
MOLTA DONNA CAR CLUB
MOONSHADOWS
OPUS RESTAURANT
STOCKHOLM KRISTAL VODKA
TEPPER DESIGN
THE SUNSET
VENDOMAT

NON-PROFIT

AHBF- AFRICA HARVEST BIOTECH FOUNDATION
ALZHEIMERS ASSOCIATION SAN DIEGO
CASA CENTER FOR SUSTAINABLE ARCHITECTURE
CHRISTAL DREAMS
GLAC-GIVE LIFE A CHANCE
NALIP- NATIONAL ASSO. OF LATINOS IN PRODUCTION
LMRG- LATIN MEDIA RESOURCE GUIDE
SURFRIDER FOUNDATION
SURF-SURFERS UNITED RECOVERY FOUNDATION
SUPER SORGHAM

SPORTS

ARCHY THE MOVIE
ISLANDS SURF CAMP
LAIRD HAMILTON
PERFECT DAY SURF CAMP
RVCA
SOLIKAI