



BRIAN MCCUE

ASSOCIATE CREATIVE DIRECTOR

2060 FOREST STREET
DENVER, CO 80207

BRIAN@WHOISMCCUE.COM
WHOISMCCUE.COM
(773) 727-3936

EXPERIENCE

FACTORY DESIGN LABS | ASSOCIATE CREATIVE DIRECTOR

07/12-03/13

- Served as creative lead through all phases of digital work from strategy through production
- Worked with clients and account leadership to uncover and identify business requirements and develop digital strategies to achieve business objectives
- Collaborated with UX, copy, tech, QA, & analytics
- Created on-brand, on-strategy compelling creative for digital advertising campaigns, corporate sites, web-based project management tools, and CRM programs
- Participated in successful new business efforts
- Created presentation decks and presented work directly to clients

SPACE 150 | ASSOCIATE CREATIVE DIRECTOR

01/12-07/12

- 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 and corporate sites
- Mentored, coached and managed creative staff. Directly managed employees. Helped develop long and short term goals and conducted annual performance reviews.
- Participated in new business development efforts
- Created presentation decks and presented work directly to clients

RAZORFISH | ASSOCIATE CREATIVE DIRECTOR

09/07-12/11

- 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
- Mentored, coached and managed creative staff. Helped develop goals and conducted performance reviews.
- 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, photo shoots, press approvals and client presentations
- Managed the technological aspects of the design department, including budgeting, purchasing and service of all equipment



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EXPERIENCE

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

EDUCATION

UNIVERSITY OF CENTRAL FLORIDA

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

SKILLS

EXPERT

- Photoshop
- Illustrator
- InDesign
- Acrobat
- Mac OS

VERSED

- HTML
- CSS
- Javascript
- Flash
- Office

DABBLE

- Lightroom
- Photography
- Illustration